

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,  
341 BRIDGVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1622

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 101

R. M. NO YES

TITLE (IN FULL) CANYON HOTEL COCKTAIL LOUNGE.

IMPRINT SAME AS ABOVE.

80T SMALL TYPE: COPYRIGHT BY HAYNES INC.,

YELLOWSTONE PARK, WYO.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 36430

COLOR DESCRIPTION

PHOTO PROPERTY OF

CUSTOMER.

SEE PHOTO ATTACHED.

Tables & chairs are maple some chairs upholstered in marine blue  
& some red shell seats are all upholstered in red.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By

MAY 14 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 14 1937

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH			
RETOUCHING	3 3	5-15	5-28
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	6 6	6-1	6-2
ENGRAVING			
HAND COLOR PROOF	151 1 3/4	6-2	6-2
ARTIST DEPT.	155 1 3/2	6-16	6-19

DATE BLUEPRINT OK'D

DATE Filed

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



COPYRIGHT BY HAYNES PICTURE SHOWS, INC.,  
341 SEELY AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. H1623

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NATIONAL PARK MOUNTAIN.

80T  
SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE- 36450.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO Yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND  
CORNER.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,773

Executive OK of Estimate

By

MAY 18 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 18 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 19 1937	MAY 19 1937
SKETCH				
RETOUCHING	12	1/2	5-19	5-25 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		5-25	5-26 45
ENGRAVING				
HAND COLOR PROOF	112	1 1/2		
ARTIST DEPT.	22	9		6-12 Both

DATE BLUEPRINT OK'D

DATE Printed

JUL 19 1937

DATE PRINTING FOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



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341 GLEBE AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1624

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10 / R. M. NO *yes*

TITLE (IN FULL) OLD FAITHFUL GEYSER AND BUS

IMPRINT SAME AS ABOVE.

*but*  
SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYOM.

PUT PLATE NO. IN UPPER RIGHT ~~END~~ HAND  
CORNER.

PRIVATE NO. BEFORE TITLE- 36463.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By                       
Date MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By                       
Date MAY 14 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>MAY 15 1937</u>	<u>MAY 15 1937</u>
SKETCH			
RETOUCHING	<u>12</u>   <u>1 1/2</u>	<u>5-15</u>	<u>5-25 SL</u>
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	<u>68</u>	<u>5-25</u>	<u>5-25 H.F.</u>
ENGRAVING			
HAND COLOR PROOF	<u>163</u>   <u>1 1/2</u>		<u>28</u> <u>600</u>
ARTIST DEPT.	<u>152</u>   <u>10</u>	<u>6-17</u>	<u>6-18</u>

DATE BLUEPRINT OK'D                     

DATE *Fixed* JUL 9 1937

DATE                     

By                     

DATE Photo Returned to Customer                     

By                     

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,  
341 SELBY AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1625

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SYLVAN PASS FROM THE EAST.

SMALL TYPE: COPYRIGHT BY HAYNES INC.,

YELLOWSTONE PARK, WYO.

PRIVATE NO. BEFORE TITLE.- 36506.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10

R. M.

MO yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTOMER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Budget

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 18 1937

AND WORK SCHEDULE

Date

MAY 18 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 19 1937	MAY 19 1937
SKETCH				
RETOUCHING	5	1 1/2	5-19	5-26 SL
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUEING	15		5-26	5-27 H.T.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	51	9 3/4	6-21	6-22

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



COPYRIGHT BY HAYNES PICTURE SERVICE, INC.,  
341 SELBY AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-HL626

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) LOOKOUT ON ~~THE~~ WASHBURN <sup>MOUNTAIN</sup>  
10,317 FT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 10 / R. M. NO ye

IMPRINT SAME AS ABOVE.

<sup>NOT</sup> SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

BUT PLATE NO. IN UPPER RIGHT HAND  
CORNER.

PRIVATE NO. BEFORE TITLE.- 36622.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By W. H. H.  
Date MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked 1

By W. H. H.  
Date MAY 14 1937

OPERATION	EST. TIME Ct. of No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937 MAY 19 1937
SKETCH			
RETOUCHING	12 2	5-15	5-27 L
PHOTO LITHO			
BLUEPRINT STRIPPING OPAQUING	16	5-28	6-1 4.5
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	6-1	6-2
ARTIST DEPT.	49 9 3/4	6-16	6-18-7 W

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE 7/15/37  
DATE 24 \_\_\_\_\_  
DATE Photo Returned to \_\_\_\_\_  
By \_\_\_\_\_

12

43



COPYRIGHT BY HAYNES PICTURE SHOWS, INC.,  
341 CLEVELAND AVE., ST. PAUL, MINN. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1627

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BULL ELK, TOWER FALL AREA.

SMALL TYPE: COPYRIGHT BY HAYNES INC.,  
YELLOWSTONE PARK, WYO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 101 R. M. No. 100

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PRIVATE NO. BEFORE TITLE.- 37700K

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

Date

MAY 14 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	8	1	5 - 15	5 - 28 SL
PHOTO-LITHO				
BLUEPRINT SHEDDING, OPAQUING	64		5 - 28	6 - 4
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		6-2
ARTIST DEPT.	22	9 1/2	1	6-27 Dth

DATE BLUEPRINT OK'D

By

DATE Proof

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



COPYRIGHT BY HAYNES PICTURE SETS, INC.,  
341 SEELY AVE., ST. ANGELO, TEX. AND  
YELLOWSTONE PARK, WYOMING

NO. 7A-H1628

ORDER NO. 1571

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) OLD FAITHFUL INN LOBBY.

<sup>801</sup> SMALL TYPE. COPYRIGHT BY HAYNES INC.,

~~YELLOWSTONE PARK, WYO.~~

PRIVATE NO. BEFORE TITLE.- 377000

FRONT NO. 30 /

R. M. NO yes

IMPRINT SAME AS ABOVE.

PUT PLATE NO. IN UPPER RIGHT HAND CORNER.

PHOTO PROPERTY OF CUSTO 'ER.

COLOR DESCRIPTION

SEE PHOTO ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive CK of Estimate

By MAY 14 1937

Date MAY 14 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By MAY 14 1937

Date MAY 14 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETE
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 15 1937	MAY 15 1937
SKETCH				
RETOUCHING	17	4	5-15	5-2450
PHOTO-LITHO				
BLANKET STRIPPING, OPAQUING	64		5-1	6-2 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-2	6-2 1/2
ARTIST REPT.	165	123 1/4	6-16	6-22

DATE RECEIVED BY

DATE REC'D

JUL 19 1937

DATE RECEIVED BY

By

DATE Photo Returned to Customer

By



THE G. A. BOECKLING CO.  
CEDAR POINT, SANDUSKY, OHIO

NO. 7AHL629

ORDER NO. 1266

DATE 5-10-1937

12 1/2 M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GREETINGS FROM CEDAR POINT ON LAKE  
ERIE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. No

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

COLOR DESCRIPTION

USE VIEWS CHECKED IN ATTACHED FOLDER. USE VIEW NO. 5AH378 ALSO

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

10 replays

OK

MAY 26 1937

ESTIMATE

Cost Dept. Checked

By

Date

MAY 26 1937

AND WORK SCHEDULE

OPERATION	EST. TIME Job No.   Time   Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 26 1937	MAY 26 1937
SKETCH <i>147</i>			
ETCHING	17 7	5-26	6-5
PHOTO LITHO			
B. L. & W. G. CHALKING	68	6-5	6-7
ENGRAVING			
B. L. & W. COLOR PROOF			
ARTIST'S EDITION	157 16	6-8	6-9

D/RE BLANKET SEND

DATE

JUL 19 1937

By

DATE Photo Returned to Customer

*Make red impression*

*Rush*

13-10/2000

By

17

15  
52



LAURIUM COMMERCIAL SCHOOL  
LAURIUM, MICHIGAN

NO. 7A-H1630

ORDER NO. 1279

DATE 5-12-1937

12<sup>M</sup> ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

FRONT NO.

R. M. YES

TITLE (IN FULL)

IMPRINT

DATE & ABOVE

ALONG THE MOUNTAIN DRIVE IN KEWEENAW COUNTY,  
MICHIGAN

BOT-A GLIMPSE OF BEAUTIFUL KEWEENAW IN THE  
MICHIGAN COPPER COUNTRY.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

STRAIGHT ACROSS FROM MARK AT LEFT HAND BORDER SHOULD BE THE HORIZON  
LINE BETWEEN LAKE AND SKY. THIS LINE IS FAIRLY CLEAR ON NEGATIVE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,757,775

Executive Ck. of Estimate

By

Date

MAY 24 1937

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	12	1	5 - 25	5 - 29
PHOTO-LITHO				
REPRINT STRIKES & REPAIRING	64		6 - 1	6 - 2
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	47	9	June 16, 1937	June 21, 1937

DATE ESTIMATE GND

DATE

JUL 1 1937

DATE HAND COLOR PROOF

By

DATE Photo Returned to Customer

L

*Curt*  
*on sheet 914*  
*Revised*  
*gum ink*



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1631

ORDER NO. 1591

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER. FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) ORANGES, THE GOLDEN FRUIT OF  
FLORIDA

IMPRINT SAME AS ABOVE

on front

PRIVATE NO. BEFORE TITLE.- FF.42

@ BURGET BROS in plate

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SEE CARDS 6A-H1200, 5A-H1293 (ATTACHED) FOR ORANGE COLORING, ALSO  
FOR BLOSSOMS SHOWN ON TREES. PLEASE BE MOST CAREFUL ON THIS SUBJECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,790,779

Executive OK of Estimate

By

Date

MAY 18 1937

ESTIMATE

AND WORK SCHEDULE

Cost By, Checked

By

Date

MAY 18 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 19 1937	
SKETCH			
RETOUCHING	16 2	5-19	5-24 SL
PHOTO LITHO			
BLUEPRINT STAMPING CPAQUING	64	5-24	5-25 H.V.
ENGRAVING			
HAND COLOR PROOF	160 1/2	5-27	5-27 PM
ARTIST DEPT.	157 10	7-7	7-8

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



C.W. HUGHES & CO., INC.;  
MECHANICVILLE, N.Y.

NO. 7AHL632  
ORDER NO. 1280

DATE 5-11-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

SWEETHEART TEA HOUSE, ON THE MOHAWK  
TRAIL, SHELburne FALLS, MASS.

*One at no 3/4 on right edge - 137MT*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDING-FLAT WHITE

TOP STONES ON PILES OF GRAY SLATE ARE  
WHITE.

BLINDS-USUAL GREEN

ROOF-GRAY SLATE

APPROACH TO BUILDING-GRAY SLATE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS © PAT. NO. 1,292,775

Executive OK of Estimate

By

Date

MAY 19 1937

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	15	3	May 24-37	May 26-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	71		5-27	5-27
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	5-28	5-28
ARTIST DEPT.	16	9 1/2	2	

DATE BLUEPRINT OK'D

DATE

JUL 15 1937

DATE

By

DATE Photo Returned to Customer

M  
15

15  
4



C. W. HUGHES & CO., INC.  
MECHANICVILLE, N. Y.

NO. 7AHL633

ORDER NO. 1281

DATE 5-11-1937

6 M ART COLORTONE POST CARD

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

PANTHER MOUNTAIN AND PISECO LAKE, PISECO,  
N. Y., ADIRONDACK MTS.

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

MAY 19 1937

AND WORK SCHEDULE

By

Date

MAY 19 1937

OPERATION	EST. TIME Est. No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 20 1937	MAY 20 1937
SKETCH			
RETOUCHING	12 1/2	5-20	5-24
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	68	5-26	5-26
ENGRAVING			
HAND COLOR PROOF	103 1/4		26 May
ARTIST DEPT.	157 8 3/4	5-26	5-27

DATE BLUEPRINT OK'D

DATE Read

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

12

ST.  
41



C. W. HUGHES & CO., INC.  
MECHANICVILLE, N. Y.

NO. 7AH1634

ORDER NO. 1281

DATE 5-11-1937

6 M ART COLORTONE POST CARD

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

PISECO LAKE FROM HIGGINS BAY, PISECO, N.Y.  
ADIRONDACK MTS.

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate ON of Estimate

By

Date

MAY 19 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 19 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 20 1937	MAY 20 1937
SKETCH			
RETOUCHING	156 2	MAY 21	MAY 24 SL
PHOTO-LITHO			
BLENDING STOPPING, OPAQUING	68	5-24	5-24 4.1
ENGRAVING			
HAND COLOR PROOF	40 1/4		5-25 1/4
ARTIST DEPT.	31 8 3/4		5-27 1/4

DATE BLUEPRINT OK'D

DATE PROOF

JUL 19 1937

By

DATE Photo Returned to Customer



C.W. HUGHES & CO., INC.,  
MECHANICVILLE, N.Y.

NO. 7A-HL635

ORDER NO. 1281

DATE 5-11-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

PISECO LAKE FROM POINT COMFORT CAMP SITE,  
PISECO, N.Y., ADIRONDACK MTS.

*Private no 1/2 from edge upper border  
158 SP*

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

PUT CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 19 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937 1/2
SKETCH				
RETOUCHING	5	2	5 - 20	5 - 24 5/8
PHOTO-LITHO				
BLUE-INT STRIPPING, OPAQUING	66		5 - 24	
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		5 - 25
ARTIST DEPT.	30	8 1/2		5 - 27 1/2

DATE BLUE-INT ORD

By

DATE Paid

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Handwritten signature*



22

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. &amp; CO. — CUSTOMER

DIAL NO. 7A-H1636 ORDER NO. 1583 DATE 5-17-1937

CUSTOMER DR. A. POSNER,  
NEW YORK, N. Y.DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE

3½ x 5½

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

A HAPPY BIRTHDAY TO YOU. *Hand lettered*

(NOTE ON COPY AT BOTTOM OF CARD THAT A SPACE

MUST BE LEFT FOR THE DEALER'S IMPRINT)

LOSS OF TRADE MARK TO BE IN LOWER RIGHT CORNER.

## RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

MAKE REPHOTO OF DRAWING ATTACHED. IN RETOUCHING,  
SHOW MORE DETAIL THAN IS SHOWN ON DRAWING. SUBMIT  
RETOUCHED PHOTO TO MR. BLANCHER FOR O.K.FRONT NO. X 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

## PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

5x7

K13

710 1½

410

16

16-2

17  
45



22

PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 7A-H1637 ORDER NO. 1578

DATE 5-11-1937

CUSTOMER GRAEF & SCHMIDT, INC.,  
NEW YORK CITY, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C. SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R.M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

SEE INSTRUCTIONS ATTACHED.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Half-tone — Combination.  
Dry — Wet — Panchromatic — Color Separation.  
Transfer — Paper Process — New Process  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

*Very very  
Rush  
must have X's  
proof Saturday  
morning sure*

PHOTO RETURNED

TO

PHOTO USED FOR

*2  
Lay-out 2 1/2  
Ret. 12 1/2  
Xc 2  
A 11*

*4x5 34 - 5*

RETURN PHOTO YES NO

13



FRANK E. COOPER,  
258 BROADWAY,  
NEW YORK, N.Y.

NO. 7A-HL638

ORDER NO. 1592

DATE 5-12-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) BATH HOUSE AND SWIMMING POOL  
TIBBETTS BROOK PARK, YONKERS, N.Y.

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER. - 136

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION GRANITE FRONT, WHITE COLUMNS. SIDES OF BLDG. AND CHIMNEY ART LIGHT  
TAN (SAND COLOR) STUCCO. SLATE (MOTTED) ROOF. ALL TRIM IS WHITE. FENCE IS GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK of Estimate

By

MAY 19 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 19 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	12	2	5-20	5-28
PHOTO-LITHO				
BLANKET STAMPING, OPAQUING	14		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	39	1 $\frac{1}{2}$	6-4	6-4
ARCHT DEPT.	37	9 $\frac{1}{2}$	6-19-37	6-21-37

DATE ESTIMATE OK'D

DATE *Rev*

By

By

DATE *Photo* OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Large handwritten signature and scribbles]*

51



FRANK E. COOPER,  
258 BROADWAY,  
NEW YORK, N.Y.

NO. 7A-H1639

ORDER NO. 1592

DATE 5-12-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE ORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) CITY HALL, YONKERS, N.Y.

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER.- 137.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

BLDG. IS WHITE WITH GREEN DOME AND ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

By [Signature] ESTIMATE Cost 25 Cents  
Date MAY 22 1937 AND WORK SCHEDULE Date MAY 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1938	MAY 24 1938
SKETCH				
RETOUCHING	3	4	5-24	5-29
PHOTO-LITHO				
BLUE-PRINT STAMPING, OPAQUING	2		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-3	6-3
ARTIST DEPT.	20	9 3/4		6-12

DATE ESTIMATE ORD.

DATE PAID JUL 19 1937

By [Signature]

By [Signature]

DATE HAND & LOR PROOF ORD.

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

3

ST. 48



FRANK E. COOPER.,  
258 BROADWAY,  
NEW YORK, N.Y.

NO. 7A-H1640

ORDER NO. 1592

DATE 5-12-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SAINT CLARE SCHOOL, MOUNT  
HOPE, HASTINGS-ON-HUDSON, N.Y.

IMPRINT SAME AS ABOVE.

PRIVATE NO. UPPER LEFT CORNER.- 135.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION RED BRICK. WINDOWS WHITE TRIM. FRONT DOOR BROWN. BLDG. AT  
RIGHT BROWN, GRANITE STONE, WHITE TRIM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 22 1937

AND WORK SCHEDULE

Date

MAY 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1937	MAY 24 1937
SKETCH				
RETOUCHING	4	3	5-24	5-27 SC
PHOTO-LITHO				
BLUE-PRINT STRIPPING, OPAQUING	64		5-27	5-27 14
ENGRAVING				
HAND COLOR PROOF	160	1½	6-1	6-1 M.H.
ARTIST DEPT.	54	9½	6-11 37	6-14 37

DATE BLUEPRINT OK'D

DATE FILED

JUL 19 1937

By

By

DATE PHOTO PROOF OK'D

DATE PHOTO RETURNED TO CUSTOMER



THOMAS R. WEST,  
MIAMI, FLA.

7A-H1641  
NO.

ORDER NO. 1595

5-12-1937  
DATE

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
A GOOD CATCH OF SAIL AND  
KINGFISH TAKEN IN THE GULF STREAM OFF  
FORT LAUDERDALE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- FL 21

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION THE SAILFISH ARE SILVER UNDERNEATH AND HAVE A BLUISH TINT  
TOWARD THE BACK. THE FIN IS SOMEWHAT BLUER. FOR GOOD COLORING SEE A SIMILAR  
SUBJECT AMONG THE MIAMI, FLA. SAMPLES. THIS THE KINGFISH ARE SILVERY. DO NOT  
TAKE OUT LETTERING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLGBE MULTI-PLY FORMS © PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order of Estimate

By

Date

MAY 22 1937

ESTIMATE  
AND WORK SCHEDULE

By

Date

MAY 22 1937

Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1938	MAY 24 1938
SKETCH				
RETOUCHING	158	5	5-24	6-2 SL
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-2	6-3 RT.
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	6-4	6-4
ARTIST DEPT.	156	9 1/2	July 1 -	July - 7

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF ORD.

By

DATE Paid

By

DATE Photo Returned to Customer

JUL 19 1937



WARNER PHOTO SHOP, NEW CASTLE, PA. NO. 7AHL642

ORDER NO. 1282

DATE 5-11-1937

12 1/2 ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

SCOTTISH RITE CATHEDRAL, NEW CASTLE, PA.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

LIGHT CREAM BRICK. LIGHT STONE COLUMNS? AND CORNICE AND PORCH RAILINGS WITH DARK IRON GRILL IN SQUARES AROUND PORCH RAILINGS.

GRAY WINDOW FROAMES, DARK SASH. LIGHT GRAY LATTICE ON TOP FRONT GREEN LAWN AND SHRUBERY.

SHOW SPRINGTIME LEAVES ON TREES ON UPPER CENTER AND RIGHT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By Date MAY 14 1937

AND WORK SCHEDULE

By Date MAY 14 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 15 1937	MAY 15 1937
SKETCH	16(2) 4	5-15	5-25 52
RETOUCHING	16(2) 4		
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	64	5-25	5-26 14.5
ENGRAVING			
HAND COLOR PROOF	160 1 1/4	5-27	5-27 11/16
ARTIST DEPT.	170 9	6/16	6/21

DATE BLUEPRINT ORD \_\_\_\_\_ DATE Prod. JUL 19 1937

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF ORD \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST.  
38



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 7A-H1643 ORDER NO. 1601 DATE 5-12-1937

CUSTOMER LEW MERCUR'S HARLEM CASINO,  
PITTSBURGH, PENNSYLVANIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M art color tone SIZE Post Card

STYLE

White Border

PLACE OF TITLE ~~Upper, Lower, Center~~ Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP- PITTSBURGH'S SMARTEST NIGHT CLUB

BOT- LEW MERCUR'S HARLEM CASINO, -1714 CENTRE  
AVE., PITTSBURGH, PA.

RETOUCHING DEPARTMENT

~~Submit~~ — Sketch — Layout — ~~Retouched Photo~~ — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5

(All of this on address side)

R. M. ☒ Yes ☐ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER ☐ Straighten Photo

Negative — Line — Halftone — Combination. ☐ 120

Dry — Wet — Pancromatic — Color Separation. ☐ 133

Transfer — Paper Process — New Process. ☐ 150

Stripping — White Border — Full Face. ☐ 175

☒ Blue Print ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

49.

Jan 7  
PC 21  
#14

One W

26-00-15

ST.  
47



THE RUBEN PUBLISHING CO.,  
NEWBURGH, N.Y.

NO. 7A-H1644

ORDER NO. 1295

DATE 5-13-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

EDGEWOOD PARK, BRIARCLIFF MANOR, N.Y.

PHOTO PROPERTY OF

COLOR DESCRIPTION

ROOF-MAROON

Bldg.-UPPER PART CREAM-BROWN WOOD TRIM.

ENTRANCE-PEA GREEN CANOPY

LOWER HALF-FANCY STONE WORK. WHITE, TAN, BROWN

FOREGROUND-BEAUTIFUL PARK AND BUSHES WITH FLOWERS-PARK EFFECT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Executive OK

ESTIMATE

Cost Dept. Checked

By

MAY 24 1937

AND WORK SCHEDULE

By

MAY 24 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 25 1938	MAY 25 1938
SKETCH			
RETOUCHING	5 6 1/2	5 - 25	6 - 38
BOARD LITHO			
PROOFING ST. LITHO, CAPS, LITHO	64	6 - 3	6 - 4 1/2
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	6 - 4	6 - 7
ARTIST PRF.	160 9 3/4		

JUL 19 1937

DATE ESTIMATE OK'D

DATE PAID

By

By

DATE PAID TO GLOBE

DATE PAID TO GLOBE



22

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
 PHOTO PROPERTY OF C. T. & CO.  
 NO  
 YES  
 RETURN PHOTO

DIAL No. 7A-H1645 ORDER NO. 1607 DATE 5-12-1937

CUSTOMER GLOEKLER MFG. CO.,  
ERIE, PENNSYLVANIA
 DEPT.  
 RETOUCHING  
 ENGRAVING  
 PHOTO LITHO  
 COMPOSING  
 LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M P.C.

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

 PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
 Title in Plate Yes No Copyright in Plate Yes No  
 Title in full MODEL 3800, GLOEKLER MANUFACTURING CO.,  
 ERIE, PA.

 FRONT NO. 5 (All of this on address side)  
 R. M. Yes No  
 R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
 Trade Mark Yes No Special type as sample  
 IMPRINT: Customer C. T. Imprint No Imprint

## RETOUCHING DEPARTMENT

 Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
 Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

 Photograph each - Size 5x7 - 8x10 - 10x12  
 Prints each from Negatives MATTE or GLOSSY  
 Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
 See Salesman, Customer, or Sample for Position, Office  
 DELIVER Straighten Photo  
 Negative — Line — Halftone — Combination. 120  
 Dry — Wet — Pancromatic — Color Separation. 133  
 Transfer — Paper Process — New Process. 150  
 Stripping — White Border — Full Face. 175  
 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

## COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 1/2  
 Ret. 4 1/2  
 H. C. 1 1/2  
 L. a. 10

G. E. Wash.  
 7 50 - 2  
 [Signature]

## MAKEOVER

Charge to Adm. Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Book
RETOUCHING		
PHOTO LITHO	1 1/2	
COMPOSING		
ART DEPT.	1 1/2	

[Signature]

3

13



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7-H1646

ORDER NO. 1296

DATE 5-14-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE <sup>LEFT</sup> HELLO FROM THE LAND OF  
SUNSHINE, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT Same as above

PRIVATE NO. BEFORE TITLE.- 935

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

Large photo

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 19 1937

AND WORK SCHEDULE

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH <i>layout</i>	2	1		
RETOUCHING "	1	7	5-20	5-26 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-27	5-27
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	151	12	6-1	6-2

DATE BLUEPRINT OK'D

DATE *Pld*

JUL 19 1937

By

By

DATE Photo Returned to Customer

57  
41



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-HL647

ORDER NO. 1296

5-14-1937  
DATE

25 ART COLORTONE POST CARDS  
M

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.  
GREETINGS FROM THE LAND OF  
FLOWERS, FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1  
R. M. NO  
IMPRINT *June 10 1937*

PRIVATE NO. BEFORE TITLE.- 936

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

Executive OK of Estimate

By

Date

MAY 19 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH <i>layout</i>		1 1/2		
RETOUCHING "	1	8	5-20	5-28-37
PHOTO-LITHO				
BLUE-INT STRIPPING, OPAQUING }	64		5-28	5-28-37
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	27	12 3/4	MAY 27 1937 6-3-37	6-3-37

DATE EST. SENT OK'D

By

DATE *Filed*

JUL 19 1937

By

DATE

DATE

DATE Photo Returned to Customer

ST.  
41



DESERET BOOK COMPANY, SALT LAKE CITY, UTAH

NO. 7A-H1648

ORDER NO. 1610

DATE 5-13-1937

12½ M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) THE OLD FENCE NEAR EARLY HOME OF PRINT SAME AS ABOVE.

JOSEPH SMITH, NEAR PALMYRA, NEW YORK

PRIVATE NO. BEFORE TITLE.- 971

SMALL TYPE. (C) DANIEL B. MCRAE

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

EMPHASIZE THE FENCE. SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive C. of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 24 1937

AND WORK SCHEDULE

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
RETOUCHING	12	2	5 - 25	6 - 25
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6 - ~	6 - 3
ENGRAVING				
HAND COLOR PROOF		1½		
ARTIST DEPT.	31	8¾		6 - 21

DATE BLUEPRINT OK'D

DATE Made

JUL 19 1937

By

By

DATE HAND COL. PROOF OK'D

DATE Photo Returned to Customer

By

ST.  
50



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-HL649

ORDER NO. 1610

DATE 5-13-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) ANGEL MORONI MONUMENT, HILL  
CUMORAH NEAR PALMYRA, NEW YORK

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 972.

SMALL TYPE (C) FELLOWCRAFTS STUDIOS

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION MONUMENT, GRAY GRANITE WITH BRONZE TABLET AND FIGURE. STEPS AND  
WALKS, BLUE-WHITE MARBLE. HILLS COVERED WITH GRASS AND RED ROSES. TAKE OUT POSTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS ① PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive O.K. of Estimate

ESTIMATE

Cost Dept. Checked

By 20  
Date MAY 19 1937

AND WORK SCHEDULE

By 20  
Date MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	5	3	5-20	6-2 SP
PHOTO-LITHO				
BLUE-PRINT STAMPING, OPAQUING	64		6-2	6-3 4.5
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-6	6-6 m/1
ARTIST DEPT.	22	8 3/4		6-23 Bth

DATE BLUEPRINT OR'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OR'D.

DATE Photo Returned to Customer

By

5

ST-  
41



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-HL650

ORDER NO. 1610

DATE 5-13-1937

12½ M ART COLORTONE POST CARDS(

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO YES

TITLE (IN FULL) BIRTH PLACE OF JOSEPH SMITH,

IMPRINT

SAME AS ABOVE.

NEAR SHARON, WINDSOR CO., VERMONT

PRIVATE NO. BEFORE TITLE- 973.

SMALL TYPE (C) FELLOWCRAFTS BHD

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

BUILDINGS, LIGHT CREAM. PORCH AND OTHER TRIMMINGS, WHITE.  
LATTICE, DARK GREEN. ROOF OF HOUSE, LIGHT GREEN, ROOF OF BARN, DARK RED.  
MONUMENT, GRAY WITH BLACK FENCE. PUT FLAG ON FLAG POLE. CUT OUT ENOUGH  
FOREGROUND TO MAKE RIGHT PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,798,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 22 1937 AND WORK SCHEDULE

MAY 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1937	MAY 24 1937
SKETCH				
RETOUCHING	17	3	5-24	6-2 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-2	6-3 45
ENGRAVING				
HAND COLOR PROOF	160	1½	6-4	6-4 MB
ARTIST DEPT.	48	9	6-14	6-15

DATE BLUEPRINT OK'D

DATE Paid

By

By

DATE

DATE Photo Returned to Customer

By



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7--HL651

ORDER NO. 1610

DATE 5-13-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) PATH INTO SACRED GROVE NEAR  
JOSEPH SMITH FARM, PALMYRA, NEW YORK

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE.- 975.

SMALL TYPE (C) DANIEL B. MC RAE

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

MAKE AN ATTRACTIVE COLOR SCHEME.- VARIOUS GREENS OF SPRING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Order Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 22 1937

AND WORK SCHEDULE

Date

MAY 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1938	MAY 24 1938
SKETCH				
RETOUCHING	12	1/2	5 - 29	6 - 2 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6 - ✓	6 - 3 41
ENGRAVING				
HAND COLOR PROOF		1/2		
ARTIST DEPT.	32	8 3/4		6 - 25 P.H.

JUL 19 1937

DATE BLUEPRINT ORD

DATE FILED

DATE PHOTO RETURNED TO CUSTOMER

DATE Photo Returned to Customer

By

By

12

55  
48



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-H1652

ORDER NO. 1610

DATE 5-13-1937

12<sup>1</sup>/<sub>8</sub> M ART COLORTONE POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) EARLY HOME OF JOSEPH SMITH  
NEAR PALMYRA, NEW YORK

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 375. 976

SMALL TYPE (C) DANIEL B. MCRAE

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

BUILDING, WHITE- TRIMMINGS, LIGHT GREEN. CHIMNEY, DARK RED.  
RED ROSES ON PORCH LATTICE. LAWN SURROUNDINGS BUILDING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

6 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

MAY 19 1937 AND WORK SCHEDULE

By

Date

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	14	4	5-20	6-2 SL.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-~	6-3 H.T.
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-~	6-4 M.M.
ARTIST DEPT.	52	9	6/11/37	6/16/37

DATE BLUEPRINT ORD

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-H1653

ORDER NO. 1610

DATE 5-13-1937

12 1/2 M

ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) JOSEPH SMITH FARM FROM SACRED  
GROVE, NEAR PALMYRA, NEW YORK

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 974.

SMALL TYPE (C) DANIEL B. MCRAE

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

BUILDINGS, WHITE WITH DARK RED ROOF. USE AND ATTRACTIVE COLOR  
SCHEME.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 19 1937

AND WORK SCHEDULE

Date

MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
ETCH				
RETOUCHING	8	2	5-20	6-25
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	64		6-✓	6-34
ENGRAVING				
HAND COLOR PROOF	182	1 1/2		
ARTIST DEPT.	30	9 1/4		6-17-7

JUL 19 1937

DATE BLUEPRINT ORD

DATE Paid

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Large handwritten flourish or signature]*

ST.  
41



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL No. 7A-H1654 ORDER NO.1616

DATE 5-13-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ALEXANDER DOLL CO.,  
NEW YORK CITY, NEW YORK

6 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MADAME ALEXANDER'S "TEENY TWINKLE"

DOLLS., ETC., AS PER COPY.

*set up original set*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

*see original Dolls.*

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 5  
HC- 1/2  
A 12

1300000

*gr*

#27



GULF COAST CARD CO., INC.,  
ST. PETERSBURG, FLA.

NO. 7AH1655

ORDER NO. 1300

DATE 5-13-1937

12<sup>1</sup>/<sub>2</sub>" M

ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FIRST BAPTIST CHURCH, ST. PETERSBURG,  
FLA. "THE SUNSHINE CITY"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DARK CREAM TO LIGHT TAN BRICK BLDG. WHITE TRIM. SANDSTONE COLUMNS  
COLORED WINDOW GLASS. DEEP RED ROOF. BROWN DOORS, CONCRETE STEPS  
LIGHT POSTS-BLACK. BLDG TO LEFT BACKGROUND-RED BRICK? WHITE TRIM  
TAKE OUT POLES AND WIRES ALSO TAKE OFF SOME FROM TOP.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 22 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 24 1938	MAY 24 1938
SKETCH				
RETOUCHING	17	4	5-24	6-3 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-3	6-4 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-7	6-7
ARTIST DEPT.	170	9	6-23	6-24

JUL 19 1937

DATE BLUEPRINT ORD

DATE FILED

By

By

DATE Photo Returned to Customer

DATE Photo Returned to Customer

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time recorded in Dept.
RETOUCHING	1/2	
PHOTO-LITHO	1	
COMPOSING		
ART DEPT.		
ENGRAVING		

JUN 16 1937

17

6-16

48



THOMAS R. WEST, MIAMI, FLA.

NO. 7A-H1656

ORDER NO. 1301

DATE

25 M

ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

FORTY-FIRST STREET BRIDGE OVER INDIAN  
CREEK, MIAMI BEACH, FLA.

BOT. SMALL TYPE PHOTO BY BERRY HILTON CO.

PRIVATE NO. M-115 BEFORE TITLE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

See instructions ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By MAY 19 1937 AND WORK SCHEDULE

Date MAY 19 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 20 1937	MAY 20 1937
SKETCH				
RETOUCHING	14	4	5-20	5-28 SL
PHOTO-LITHO				
BLOCKING, STRIPPING, OPAQUING	64		5-28	6-1 4.5.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-3	6-3 M4
ARTIST DEPT.		9 1/2	6-22	6-24

DATE BLUEPRINT OK'D

DATE Filed

JUL 19 1937

By

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER



THOMAS R. WEST, MIAMI, FLA.

NO. 7AHL657

ORDER NO. 1301

DATE 5-13-1937

25 M ART COLORTONE POST CARD

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

FLAMINGOS, MIAMI BEACH, FLA.

PRIVATE NO. DL-16 BEFORE TITLE

PHOTO BY GERRY-HILTON CO.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

AND WORK SCHEDULE

By

Date

MAY 22 1937

MAY 22 1937

OPERATION	EST. TIME Check No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 20 1937	MAY 21 1937
ETCH			
RETOUCHING	158 2	5-29	5-29 54
PHOTO LITHO			
BLUING, T STAMPING, CRAQUING	64	5-1	6-2 148
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	9 1/2		9

JUL 19 1937

DATE RECEIPT OK'D

DATE Paid

By

By

DATE PHOTO RETURNED TO CUSTOMER

LATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ST-48



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1658

ORDER NO. 1631

DATE 5-14-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) HOT SPRINGS NATIONAL PARK,

IMPRINT SAME AS ABOVE.

ARKA SAS,

BOT- HOT SPRINGS NATIONAL PARK IN 1875 in city

AND HOT SPRINGS NATIONAL PARK OF TO- DAY

PRIVATE NO. BEFORE <sup>Top</sup> TITLE - 145/

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,722

Executive OK of Bureau

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 2 1937

AND WORK SCHEDULE

Date

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	8	3	6-2	6-10
PHOTO-LITHO				
BLUEPRINT STRIPPING, CRYSTALING	1		6-11	6-12
ENGRAVING				
HAND COLOR PROOF	16	1 1/2		
ARTIST DEPT.	16	10 1/2	6-23	6-29

DATE BLUEPRINT ORD.

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1659 ORDER NO. 1635 DATE 5-14-1937

CUSTOMER HOTEL WALESBILT.,  
LAKE WALES, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M P.C.

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE WHITE BORDER.

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE FINEST HOTEL NEAREST THE SINGING  
TOWER- WALESBILT., ETC., AS PER COPY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination.  $\left. \begin{matrix} \text{a} \\ \text{c} \\ \text{c} \\ \text{c} \end{matrix} \right\} \begin{matrix} 120 \\ 133 \\ 150 \\ 175 \end{matrix}$   
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PUT FLAG ON TOP OF THE HOTEL, THAT THE HOTEL BE WHITE WITH GRAY FIRE ESCAPE, AND THAT ON THE FRONT OF THE PENTHOUSE WE HAVE A LARGE SIGN WITH JUST THE WORD "HOTEL" ON IT, AS MARKED IN PENCIL ON OUR POSTAL CARD. BE SURE THAT IN ANY WORDING YOU PUT ON THE CARD THAT IT IS THE "WALESBILT HOTEL" AND NOT THE "HOTEL WALESBILT".

PHOTO RETURNED

TO

PHOTO USED FOR

Ret.  $9\frac{1}{2}$   
H.C.  $1\frac{3}{4}$   
L.A.  $11\frac{1}{2}$

*Very Fine*  
*Ret. Wales*

27 50-10

*Fin*

#27

X

ST.  
40

10

*Very Fine*



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1660

ORDER No. 1310

DATE 5-14-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1 R. M. YES

TITLE (IN FULL) COTTAGES AT POTASH SULPHUR  
SPRINGS, NATIONAL PARK, ARK.

IMPRINT SAME AS ABOVE.

NEAR HOT SPRINGS

PRIVATE NO. BEFORE TITLE - 146

Lower left

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION COTTAGES WHITE- AND ROOFS. GR YISH GREEN. PUT NICE LAWNS IN  
FRONT - FLOWERS ON BUSHES-- AND FEW SMALL FLOWERS ALONG WALKS.- BALANCE TREES  
ETC. GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 26 1937

AND WORK SCHEDULE

Date

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	14	2	5-26	6-3 SL
PHOTO-LITHO				
BLUING T SHARPENING, OPAQUING	14		6-3	6-4 4F
ENGRAVING				
HAND COLOR PROOF	160	1 $\frac{1}{2}$	6-7	6-7 114
ARTIST PRF.	30	9		6-23 13th

DATE ESTIMATE OK'D

DATE Recd.

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Handwritten signature or initials.

14

15



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1661

ORDER NO. 1310

DATE 5-14-1937

12 1/2 M AINT COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) LAKE AT POTASH SULPHUR SPRINGS,

IMPRINT

SAME AS ABOVE.

NEAR HOT SPRINGS NATIONAL PARK, ARK.

PRIVATE NO. lower left BEFORE TITLE.- 147.

PHOTO PROPERTY OF

CUSTOMER.

COLOR DESCRIPTION

WATER BLUE. SKY BLUE AND WHITE CLOUDS. MAN FISHING- BE SURE AND  
MAKE FISHING RO. SHOW OUT. HORSE IS MEDIUM BRWN AND WHITE. BALANCE USUAL  
SHRUBBERY GREEN. AT EXTREME LEFT CENTER WHERE WATER OVERFLOWS \*\* THIS IS  
LIGHT TAN. BROWN AND GREEN ROCK OVERFLOWS DAM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

Date

MAY 26 1937

AND WORK SCHEDULE

By

Date

MAY 26 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 26 1937	MAY 26 1937
SKETCH			
RETOUCHING	12 2	5-26	6-4
PHOTO LITHO			
BLUEPRINT STRIKING & CRAWLING	71	6-4	6-5
ENGRAVING			
HAND COLOR PROOF	103 1 1/2		
ARTIST DEPT.	91 9 1/2	6-23-37	6-24-37

DATE OF PRINT OK'D

DATE

DATE OF DELIVERY OK'D

DATE Photo Returned to Customer

51.  
52



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1662

ORDER NO. 1310

DATE 5-14-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO YES

TITLE (IN FULL) VIEW OF POTASH SULPHUR  
SPRINGS, NEAR HOT SPRINGS NATIONAL PARK,  
ARK.

IMPRINT SAME AS ABOVE.

*lower left*  
PRIVATE NO. BEFORE TITLE.- 148.

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

MAY 27 1937

MAY 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	12	2	5-27	6-2 S
PHOTOGRAPH				
PRINTING & CAPQUING	64		6-3	6-14 H.T.
REPLACING				
HAND COLCH PROOF	63	1 1/2		
ARTIST DEPT.	32	9		6-25 P.H.

DATE BLANKET ORD

DATE Red

DATE Handcol PROOF ORD

DATE Photo Returned to Customer

JUL 19 1937

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## MAKEOVER

Charge to L.V. Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING		
PHOTOGRAPH	1/2	
COMPOSING		
ART DEPT.		
Handcol		

54



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1663

ORDER NO. 1311

DATE 5-14-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES *same as 6A12805*

TITLE (IN FULL) "TUFA ROCK" IN GOVERNMENT  
PARK. FOOT OF WEST MOUNTAIN. HOT SPRINGS  
NATIONAL PARK, ARK.

IMPRINT SAME AS ABOVE.

PRIVATE NO. BEFORE TITLE.- 150.

*Lower left*

PHOTO PROPERTY OF CUSTOMER.

COLOR DESCRIPTION

THE LARGE ROCK IS A FORMATION OF LAVA AND COLORS ARE:  
LIGHT SPOTS-- LIGHT BROWN. DARK SPOTS DARK BROWN. THE FOLIAGE IN BACK OF ROCK WITH  
SMALL LEAVES- HAS RED AND BLUE FLOWERS ON IT. BALANCE IS JUST GREEN TREES. SEE  
CARD 2A-H262 FOR FLOWERS.

*5CP2038*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Business

By

ESTIMATE

Cost Dept. Checked

Date

MAY 27 1937

AND WORK SCHEDULE

By

MAY 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	12	2		
PHOTO LITHO				
BLUE PRINT STRUCTURE CHANGES	61		6-5	6-7 15.
ENGRAVING				
HAND COLOR PROOF	1/2	1 1/2		
ARTIST TYPE	51	9	6-28	6-29

DATE PRINT OK'D

DATE *Red*

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

JUN

*2*

12



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 7A-H1664

ORDER NO. 1319

DATE 5-14-1937

25M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

BEAUTIFUL MAGNOLIA TREES BORDERING  
BATH HOUSE ROW AND PROMENADE, HOT SPRINGS  
NATIONAL PARK, ARK.

*Private no lower left corner - 149*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

Yes *same as*

IMPRINT SAME AS ABOVE

*6A H2803*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDINGS BEHIND TREES-SAME COLORS AS BUILDINGS ON CARD NO. 2A-H1008  
BUILDING AT HEAD OF STREET-SAME COLOR AS SAME BUILDING ON CARD NO. 2A-H1007  
TREES ARE ALL MAGNOLIA TREES AND MUST BE MADE FULL OF MAGNOLIA BLOSSOMS WHICH  
ALMOST COVER THESE TREES WITH FLOWERS. THESE ARE WHITE FLOWERS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive O.K. Estimate

By

Date

MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	8	3	5-26	6-4 SC
PHOTO-LITHO				
BLUEPRINT SHOOTING, OPAQUING	71		6-4	6-5 AT
ENGRAVING				
HAND COLOR PROOF	16	1 1/2	6-8	6-8 AT
ART. DEPT.	51	9 1/2	6-24	6-25

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE *Fixed*

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*1 Print*

*Large handwritten mark, possibly a stylized 'R' or '2'.*

*8*

*52*



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-12665

ORDER NO. 1651

DATE 5-17-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: EARLY MORNING ON A  
FLORIDA LAKE

BOT: LAKE HOLLINGSWORTH, LAKE LAND,  
FLA.

PRIVATE NO. BEFORE UPPER TITLE: 924

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NICE DAWN EFFECT PICTURE, SHOWING PRETTY SKY & WATER REFLECTION. PIER  
NATURAL WOOD. PIER HOUSE GREEN & RED STRIPED ROOF. COLOR BOATS TO SUIT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES  
RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,397,775

ATTENTION!

order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	8	3	5 - 25	6 - 8 2
PHOTO LITHO				
BLUEPRINT STAMPING OPAQUING	65		6 - 8	6 - 10
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		
ARTIST DET.	53	9	6/25/37	6/29/37

JUL 19 1937

DATE RECEIVED BY

DATE Paid

DATE PAID BY

By

DATE Photo Returned to Customer



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 7A-H1666

ORDER NO. 1651

DATE 5-17-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: SETOURING THROUGH AN  
ORANGE GROVE, HEDGED BY BEAUTIFUL FLAME  
VINE, FLORIDA

BOT: SCENE IN WINTER HAVEN, FLA.

PRIVATE NO. BEFORE UPPER TITLE: 929

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO

IMPRINT SAME / S ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

PUT SOME ORANGES ON ORANGE TREES TO BOTH SIDES OF ROAD AS ON 5A-H1290 ATT'D.  
NOTE HEDGE TO RIGHT, THIS IS FLAME VINE HEDGE IN BLOOM, SEE 4A-H750 FOR GOOD  
COLORING. LEAVE IN CAR. TAKE OUT POLES & WIRES. ON POLES TO RIGHT JUST CUT  
OFF WHERE HEDGE OF FLAME VINE STOPS TOWARDS TOP. SHOW FENCE TO LEFT NATURAL.  
ASPHALT ROAD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive CK of Estimate

By  
Date MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By  
Date MAY 26 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 25 1937	MAY 26 1937
SKETCH			
RETOUCHING	8 2	5-26	6-9 50
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	60	6-9	6-9 45
ENGRAVING			
HAND COLOR PROOF	100 1 1/2		
ARTIST DEPT.	100 9 1/2	6-29	7-1

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PRD

DATE PHOTO TAKEN

By

DATE Photo Returned to Customer

8

ST.  
52



LAKELAND NEWS CO.,  
LAKELAND, FLA.

NO. 7A-H1667

ORDER NO. 1654

DATE 5-17-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) **OVERLOOKING KENTUCKY**

**AVENUE, SHOWING PART OF BUSINESS SECTION,  
LAKELAND, FLA.**

PRIVATE NO. BEFORE TITLE: **1-3**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **1**

R. M. **NO**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

DOWN STREET: 1 THEATRE WHITE, RED ROOF. 2&3 GRAY. 4 RED BRICK, WHITE TRIM. 5 (KRESS) CREAM. 6 WHITE, 7 RED. TALL BLDG. TO RIGHT LIGHT CREAM BRICK BLDG. RED ROOF TOP. CENTER BLDG. RED BRICK, WHITE TRIM. SHOW LAKES IN BACK & TO RIGHT. PARK WITH TREES TO LEFT OF KRESS STORE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

**MAY 26 1937**

Date

**MAY 26 1937**

Date

**AND WORK SCHEDULE**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	3	5	5-26	6-3
PHOTO-LITHO				
BLUEPRINT STRIKING & OPAQUING	64		6-3	6-10
ENGRAVING			6-10	6-10
HAND COLOR PROOF	160	1 1/2	6-10	6-10
ARTIST - EPT.	52	9	6/21/37	6/23/37

DATE BLUEPRINT OK'D

DATE **FILED**

**JUL 19 1937**

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 7A-H1668

ORDER NO. 1327

DATE 5-17-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARD S

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

PAVILION HOTEL, SHARON SPRINGS, NEW YORK

PRIVATE NO. 54,  $\frac{3}{4}$ " from RIGHT EDGE IN  
UPPER BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Building- VERY LIGHT TAN - WHITE TRIM ON BOTH WINDOWS AND THE COLUMNS.

PET CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

Executive Order Estimate  
By [Signature] Date MAY 24 1937  
ESTIMATE  
AND WORK SCHEDULE  
Cost Dept. Checked [Signature]  
By [Signature] Date MAY 24 1937

OPERATION	EST. TIME Check No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 25 1938	MAY 25 1938
SKETCH			
RETOUCHING	8   2	5-25	6-2 SL
PHOTO-LITHO			
BLUE-INT STRIPPING, OPAQUING	14   1	6-2	6-3 SL
ENGRAVING			
HAND COLOR PROOF	160   14	6-5	6-5 MY
ARTIST DEPT.	166   9	14	15

DATE RECEIVED CARD \_\_\_\_\_ DATE REC'D JUL 17 1937

By [Signature]

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

8

50



G.H. WICKMAN,  
MACKINAC ISLAND, MICH. MADE IN U.S.A.

NO. 7A-H1669

ORDER NO. 1365

DATE 5-18-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) STR. ALGOMAH II, RAILWAY  
FERRY PLYING BETWEEN MACKINAW CITY AND  
MACKINAC ISLAND, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR SAME AS 5A-H717 EXCEPT SMOKE STACK IS BLACK & TAN. SHOW AMERICAN FLAG ON  
STERN. SHOW UP PEOPLE AS MUCH AS POSSIBLE. FLAG AT LEFT END OF BOAT TO BE SHOWN,  
BLUE WITH WHITE STARS IN FRONT. TAKE ALL OF DOCK AND SHORE AWAY. MAKE BOAT LOOK  
AS IF IT WERE OUT IN THE LAKE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_ Date MAY 24 1937 AND WORK SCHEDULE By \_\_\_\_\_ Date MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
RETOUCHING	161	3	5-25	6-7 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-7	6-8 SE
ENGRAVING				
HAND COLOR PROOF	160	14	6-9	6-9
ARTIST DEPT.	27	8 <sup>34</sup>		6-74/32 Rth

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE ~~Fixed~~ JUL 19 1937

By \_\_\_\_\_ By ~~SK~~

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST.  
50



G.H. WICKMAN, MACKINAC ISLAND,  
MICH. MADE IN U.S.A.

NO. 7A-H1670

ORDER NO. 1366

DATE 5-18-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) ~~XXXX~~ LESLIE AVENUE,  
MACKINAC ISLAND, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

Executive OK of Estimate

By MAY 26 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By                       
Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	158	1	5-26	6-7 2
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		6-7	6-7 4
ENGRAVING				
HAND COLOR PROOF	143	1 1/2		6-7 4
ARTIST DEPT.	30	9		6-24

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE                     

By                     

DATE Photo Returned to Customer

## ATTENTION!

3 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



G.H. WICKMAN, MACKINAC ISLAND,  
MICH. MADE IN U.S.A.

NO. 7A-H1671

ORDER NO. 1366

DATE 5-18-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) "PLEASANT WAS THE JOURNEY  
HOMeward"  
FROM LONGFELLOW'S "HIAWATHA"

SMALL TYPE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	12	2	5-26	6-10 82
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		5-11	6-12 45
ENGRAVING				
HAND COLOR PROOF	163	1½		7-4 1937
ARTIST DEPT.	50	9	25, 6, 37	28, 6, 37

DATE BLUEPRINT OK'D

By

DATE

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



E. R. SHUMWAY,  
WELLSBORO, PA.

NO. 7A-M1672

ORDER NO. 1367

DATE 5-18-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER (LOWER) CENTER - BORDER.

TITLE (IN FULL) PINE CREEK FROM HARRISON  
LOOKOUT

SMALL TYPE: (C) ELTON R. SHUMWAY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PRESERVE ALL DETAIL AND DON'T DESTROY ANY SHADOWS. BE SURE TO SHOW ALL THE  
SHADOWS EXACTLY AS THEY ARE IN PHOTO -- THIS IS VERY IMPORTANT. ALSO SHOW BREAK  
IN FOLIAGE ON MOUNTAIN SIDE AS SHOWN ON 113789. SHOW GREEN FOLIAGE, AS A  
MIDSUMMER SCENE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

MAY 24 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 25 1937
SKETCH				
RETOUCHING	12	1	5-25	6-2 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-2	6-3 K.T.
ENGRAVING				
HAND COLOR PROOF	40	1½		6-30
ARTIST DEPT.		10		

DATE BLUEPRINT ORD \_\_\_\_\_ DATE Recd \_\_\_\_\_

By

DATE HAND COLOR PROOF ORD \_\_\_\_\_

By

DATE Photo Returned to Customer \_\_\_\_\_

B

## MAKEOVER

Change to \_\_\_\_\_ Dept.

EST. Added/Time Required

	TIME	Time recorded in Cost Dept.
RETOUCHING		
PHOTO LITHO		JUN 2 9 1937
COMPOSING		
ART DEPT. HC	1½	
ENGRAVING		

12

ST.  
50



F. WOOLWORTH CO.,  
TYLER, TEXAS.

NO. 7A-M673

ORDER NO. 1347

DATE 5-18-1937

6 M ART COLORTONE OST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GREETINGS FROM TYLER, TEXAS

(C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

NO

IMPRINT

NONE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

USE CARDS ENCLOSED.

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS PAT. NO. 1,297,771

Executive OK of Estimate

By

MAY 29 1937

Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH		13		
RETOUCHING	17	6	6-1	6-8 50
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	16		6-8	6-2 50
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	184	16	6-10	6-14

DATE BLUEPRINT OK'D

By

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

17

13 - 11/4

ST.  
56



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H1674

ORDER NO. 1346

DATE 5-18-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: DL-17 THE MAJESTIC COCONUT PALM  
PHOTO BY RALPH S. HAWKINS

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TAKE OUT STAKE IN LOWER LEFT CORNER. NICE WATER, NOT TOO DEEP BLUE.  
AS LITTLE RETOUCHING ON THIS AS MAY BE NECESSARY. DO BRING OUT THE COCONUTS  
A TRIFLE MORE. WANT THIS TO BE A SUBJECT OF NATURAL BEAUTY. KEEP THE SKY  
AS IN PHOTO IF POSSIBLE.

in 2B141345

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

Executive OK of Estimate

By                       
Date MAY 27 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By                       
Date MAY 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 27 1937	MAY 27 1937
SKETCH				
RETOUCHING	8	2	5-27	6-2 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-3	6-4 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-7	6-7 M4
ARTIST DEPT.	31	9 3/4		7-12 P4

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

8

ST-  
54



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1675 ORDER NO. 1375 DATE 5-18-1937

CUSTOMER HOTEL SOVEREIGN,  
CHICAGO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE ORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: HOTEL SOV REIGN  
BOT: 6200 KENMORE AVE., CHICAGO, ILL.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE A TTACHLD.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. See 120  
Dry — Wet — Pancromatic — Color Separation. See 133  
Transfer — Paper Process — New Process. See 150  
Stripping — White Border — Full Face. See 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

*Not ret do customer Jan 10, 1938*  
*to Photo Dept 5/10/40*

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret 7 1/2*  
*HC2*  
*#12*  
*C 1/2*

10

51



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL NO. 7A-H1676 ORDER NO. 1377 DATE 5-18-1937

CUSTOMER HOTEL WEBSTER,  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

C12  
Photos for  
this Customer

25 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: HOTEL WEBSTER MIAMI BEACH, FLORIDA  
BOT: FACING THE OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make DK. blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 10 1/2  
OK'd 7-28-37  
815  
A 934  
C12

#27

ST.  
small



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1677 ORDER NO. 1379 DATE 5-18-1937

CUSTOMER CHARING CROSS,  
CLEVELAND, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE PHOTO COLORIT, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CHARING CROSS ENGLISH GRILL  
1013 CHESTER AVE. CLEVELAND, O.  
PROSPECT 1058

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

CUSTOMER DOES NOT WANT WORDS "CLUB GOURMET" ON  
AWNING TO SHOW. THE OTHER WORDS (CHARING CROSS  
FOOD & LIQUORS EXTRAORDINARY) ARE TO SHOW UP  
PLAINLY. LEAVE IN LAMP POST.

TAKE OUT CAR. SHOW NEON SIGN CLEARLY  
JUST SHOW TO LEFT EDGE & BLDG, TO RIGHT EDGE &  
TO ROOF, CUSTOMER DOESN'T WANT UNFINISHED ROOF TO  
SHOW. MAKE A HORIZONTAL CARD.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ROOF ALTH NOT ALL THE SAME SHADE, AS SHOWN IN PHOTO. AWNING BRIGHT GREEN, WHITE  
LETTERS. DOESN'T WANT WORDS ON FRONT OF AWNING TO SHOW (CLUB GOURMET). THE OTHER WORDS TO  
SHOW UP PLAINLY. LAMP POST DARK GREEN WITH CLEAR GLASS. TRAFFIC SIGNS ARE WHITE WITH DARK  
BLUE LETTERING & RED AROUND EDGE. RED EDGE IS SHAPED TO MAKE THE WHITE APPEAR LIKE A SHIELD.  
NEON SIGN IS DARK BROWNISH RED, ALMOST A MAHOGANY BROWN. LETTERS ARE LT. BACKGROUND WITH RED NEON  
GAS, FRONT OF SIGN HAS NICKEL TRIM. SECOND STORY WINDOWS ARE PAINTED SEA GREEN WITH WHITE STREAKS.  
CURTAINS, ALSO PAINTED, ARE DARK GREEN. FRONT BLDG. IS BRICK RED. STAINED OAK WOOD FRONT (LOWER  
STORY.

Very Rush

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 6  
upright card  
H1677  
A94  
C-1/2

10.00

W

#27

47



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1678 ORDER NO. 1380 DATE 5-18-1937

CUSTOMER SIMMS RESTAURANT,  
ATLANTIC CITY, N.J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center-Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: "AMERICA'S <sup>GREATEST</sup> FAMILY RESORT"

BOT: SIMMS' SEAFOOD RESTAURANT - BOARDWALK -  
OCEAN CITY, NEW JERSEY

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Net 6 1/2  
Net 1 3/4  
A 1 1/2  
C 1/2

See order  
175

Ph



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1679 ORDER NO. 1382 DATE 5-18-1937

CUSTOMER KUHLMANN RESTAURANT,  
ASBURY PARK, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SECTION OF MAIN DINING ROOM.  
BAR AND BOOTHS.  
COLEMAN HOUSE BAR AND RESTAURANT  
206 MAIN ST., ASBURY PARK, NEW JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

ELIMINATE PABST BOCK BEER SIGN ON REAR WALL  
ON BAR PICTURE.  
REMOVE REFLECTION OF CLOTHES TREE AT RIGHT  
ON DINING ROOM PICTURE.

PHOTO LITHO  
Rephoto  
NEG. NO.  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BAR: CEILING & UPPER SIDE WALL LT. BUFF. BAR MAHOGANY. FURNITURE AT LEFT DARK OAK. FLOOR BLACK  
RUBBER MATTING AT BAR. BALANCE MOTTLED PINK & LT. TAN. STOOLS AT BAR CHROME, BLACK LEATHER SEATS.  
BACK BAR MOTTLED BLACK & WHITE. OVAL MIRROR IN CENTER HAS GOLD MOULDING: TRIM ON BACK BAR GOLD  
MOULDING ON OTHER MIRRORS IS RED. WALL WOODWORK MAHOGANY. TEL. BOOTH LT. OAK. BOOTHS IN REAR & PIANO  
AT LEFT LIGHT OAK. RADIATOR IN BACK GOLD. LARGE PICTURE ON LEFT WALL RED & LT. TAN.  
DINING ROOM: CEILING LT. BUFF. WALL WOODWORK LT. BUFF. CHANDELIER'S GOLD. WALLPAPER VERY LIGHT TAN  
WITH GOLD, RED & LT. BLUE DESIGN. FLOOR MAROON & DARK GREEN INLAID. CHAIRS MAHOGANY WITH MAROON  
LEATHER SEATS. TABLE COVERS.

PHOTO RETURNED TO PHOTO USED FOR

Handwritten notes:  
200 1 3/4  
A 12 1/2  
C 1/2

Handwritten notes in red ink:

Handwritten signature:

13  
5



1. 8x10 11  
2. 13  
3. 3  
4. 18  
5. 1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO  
NO  
YES

DIAL NO. 7A-H1680 ORDER NO. 1388 DATE 5-18-1937  
CUSTOMER ALERT ADVERTISING AGENCY, GALVESTON, TEXAS  
DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART  
DATE COMPLETED  
Photos for this Customer

50 M PC GROUP (5) SIZE 3 1/2 x 5 1/2  
STYLE PHOTO COLORIT, WHITE BORDER  
PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL TEXAS, AFFILIATED NATIONAL HOTEL  
FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout  
SEE SKETCH ATTACHED. The central view is to be developed from photos #1 & #2. Photo #1, which shows the property at its best angle, has the objectionable building in the foreground which should be removed. This accounts for photo #2 which shows the details concealed behind the foreground building. Photos #3, 4, 5, 6 are to be positioned as shown on mask. You will note that photos do not correspond with sketch changes having been made for final approval.  
PHOTO LITHO  
Rephoto  
NEG. NO.  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
SEE COLORED SKETCH.  
very much

PHOTO RETURNED  
TO  
PHOTO USED FOR

37

14-5  
3-8





PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1681 ORDER NO. 1416 DATE 5-19-1937

CUSTOMER PENINSULA HOUSE,  
SEA BRIGHT, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full PENINSULA HOUSE (DIRECTLY ON THE OCEAN)  
SEA BRIGHT, NEW JERSEY

FRONT NO. 5

(All of this on address side)  
R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE TISSUE ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATT'D.

PHOTO RETURNED

TO

PHOTO USED FOR

517  
R. 7½  
PCC 12  
A 10  
C ¼

Get This  
1500-10

MAY



PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 7A-H1682 ORDER NO. 1416 DATE 5-19-1937

CUSTOMER PENINSULA HOUSE,  
SEA BRIGHT, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BUFFET LUNCHEON ON BOARD ALK -  
PENINSULA HOUSE, SEA BRIGHT, NEW JERSEY

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

*Set 5 1/2*  
*HC 1 1/2*  
*19 1/2*  
*C 1/4*

MAKEOVER

Charge to Adv Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cust Dept.
RETOUCHING		
PHOTO LITHO		JUN 8 1937
ENGRAVING		
ART DRAFT, HC	1/2	
ENGRAVING		

*loby*

*X*

*A61*

*2 spots*



54

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

DIAL NO. 7A-H1683 ORDER NO. 1416 DATE 5-19-1937  
CUSTOMER PENINSULA HOUSE,  
SEA BRIGHT, N. J.  
DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART  
DATE COMPLETED  
Photos for this Customer

12 1/2 M FC SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE, WHITE BORDER  
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SCENE ON PRIVATE BATHING BEACH,  
PENINSULA HOUSE, SEA BRIGHT, NEW JERSEY  
FRONT NO. 5 (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

MAKEOVER  
Adv

PHOTO RETURNED TO PHOTO USED FOR

Del Or  
7/2 1/2  
+ 9 3/4  
C-1/4

Ant Works  
12.00.00

HC 1/4

14

55  
48

JUN 2 1937  
HC 1/4  
PS  
[Signature]



RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1684 ORDER NO. 1419 DATE 5-19-1937

CUSTOMER I. P. THOMAS & SON CO.,  
CAMDEN, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THOMAS SPECIAL WHEAT FERTILIZERS  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout  
SEE SKETCH ATT'D. THE TYPE MATTER COPY IN CENTER  
BETWEEN THE TWO BAGS IS TO BE PRINTED OVER A  
SHEAF OF WHEAT (NOTE HOW THE SHEAF IS BANNED AROUND  
THE CENTER.) COPY BELOW THE BAGS AND THE SHEAF  
OF WHEAT TO INCLUDE THE I. P. T. TRADEMARK AS SHOWN  
ON THE BACK OF THE BURLAP BAG, SAME COLORS.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

#### COLOR DESCRIPTION

COLOR OF BAGS TO BE SAME AS BAG, SHOW THE RED BAND AS PROMINENTLY AS ON THE SAMPLE BAG. XXXXX  
NOTE THE T'S THRU THIS RED BAND.

*Back by st.*

PHOTO RETURNED

TO

PHOTO USED FOR

*3  
8 1/2  
2 1/2  
A 10  
C-2 1/2*

*Compensation  
35.00*



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 7A-H1685

ORDER NO. 1392

DATE 5-19-1937

25 ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

CASINO WAY "ROMANCE PROMENADE" SHOWING

YACHT CLUB AND CASINO, SANTA CATALINA

ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE C#65

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,773

Executive OK of Estimate

By

Date

MAY 24 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	10	6 1/2	5 - 25	6 - 3
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6 - 3	6 - 4 1/2
ENGRAVING				
HAND-COLOR PROOF		1 1/2		
ARTIST DEPT.	31	9 3/4		6 - 11

DATE BLUEPRINT OK'D

By

DATE FILED

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

by

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Handwritten signature]*



WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, NO. 7A-H1686  
CALIF.

ORDER NO. 1393

DATE 5-19-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

THE ISTHMIUS HARBOR, SANTA CATALINA  
ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE C-85

photo no 5 BH 1458  
PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,774

Executive OK of Bodman

By [Signature]  
Date MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937 <sup>13</sup>
SKETCH				
RETOUCHING	3	6	5-26	6-2 <sup>SC</sup>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	4		6-2	6-2 <sup>48</sup>
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	37	11	6-8-37	6-10-37 <sup>PH</sup>

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Red JUL 19 1937

Eg. \_\_\_\_\_

By [Signature]

DATE NAME & LOG PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

E. \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 7A-H1687

ORDER NO. 1393

DATE 5-18-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT No 11 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

THE ISTHMUS, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE NO. BEFORE TITLE- 0-82

COLOR DESCRIPTION

PHOTO PROPERTY OF CUSTOMER

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	10	4	5-26	6-1-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-1	6-1-45
ENGRAVING				
HAND COLOR PROOF	123	1 1/2		3-11-37
ARTIST DEPT.	32	11		6-17-37

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Red \_\_\_\_\_

JUL 19 1937

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

E \_\_\_\_\_

## ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 7A-H1688

ORDER NO. 1393

DATE 5-19-1937

25M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

GLASS BOTTOM BOAT, SANTA CATALINA ISLAND,

CALIFORNIA

PRIVATE NO. BEFORE TITLE-C-84

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT Ndl

R. MNO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

GLORIE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By MAY 27 1937

By MAY 27 1937

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 27 1937	MAY 27 1937
SKETCH				
RETOUCHING	10	5	5-27	6-18
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		6-1	6-1
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-3	6-3
ARTIST DEPT.	37	9	6-9-37	6-10-37

DATE BLUEPRINT OK'D

DATE JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 7A-H1689

ORDER NO. 1393

DATE 5-19-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

"THE GLORY OF NIGHT" ON BEAUTIFUL AVALON  
BAY, SANTA CATALINA ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE- C-66

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 26 1937

AND WORK SCHEDULE

Date

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	10	5	5 - 26	5 - 29 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6 - 1	6 - 1 H.D.
ENGRAVING				
HAND COLOR PROOF	10	1 1/2		
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D

DATE ~~Red~~

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Handwritten signature/initials]*

10

51.  
52



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO 7A-HL690,  
ORDER NO. 1394

DATE 5-19-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

A CATALINA FISH STORY

MARLIN SWORDFISH CAUGHT NEAR SANTA

CATALINA ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE- C-81

COLOR DESCRIPTION

PHOTO PROPERTY OF CUSTOMER

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Off. of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 24 1937

AND WORK SCHEDULE

MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1938	MAY 25 1938
SKETCH				
RETOUCHING	14	3	5-25	6-2 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-2	6-2 K.A.
ENGRAVING				
HAND COLOR PROOF	12	1 1/2		
ARTIST DEPT.	152	9 1/2	6-9	6-10

DATE BLUEPRINT ORD.

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By

14

ST.  
50



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. **WAHL691**

ORDER NO. **1394**

DATE **5-19-1937**

**12 1/2 M ART COLORTONE POST CARDS**

**WHITE BORDER**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE **UPPER** LOWER, CENTER - BORDER.

FRONT NO. **11** R. M. **NO**

TITLE (IN FULL)

IMPRINT **SAME AS ABOVE**

**GOLF COURSE, SANTA CATALINA ISLAND,  
CALIFORNIA**

PRIVATE NO. **BEFORE TITLE C-83**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

**SEE TISSUE ATTACHED**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

**MAY 21 1937** AND WORK SCHEDULE

Date

**MAY 27 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>MAY 27 1937</b>	<b>MAY 27 1937</b>
SKETCH				
RETOUCHING	<b>5</b>	<b>4</b>	<b>5-27</b>	<b>6-2 SC</b>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<b>16</b>		<b>6-2</b>	<b>6-2</b>
ENGRAVING				
HAND COLOR PROOF	<b>183</b>	<b>1 1/2</b>		
ARTIST DEPT.	<b>155</b>	<b>11</b>	<b>6-9</b>	<b>6-11</b>

DATE BLUEPRINT ORD

DATE **MAILED** **1937 6 1 700**

By

By

DATE HAND CHECK FROM

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*R. I. Print*

*R*

5

54



LENN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N.J.

NO. 7A-EL692

ORDER NO. 1404

DATE 5-19-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) *and*  
25TH AVENUE BOARDWALD SHOW ING  
SURFSIDE HOTEL, NORTH WILDWOOD, N.J.

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE-W-15.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By *[Signature]*  
Date MAY 24 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 28 1937	MAY 28 1937
SKETCH				
RETOUCHING	4	3	5-25	6-3 56
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-3	6-4-37 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-10	6-10
ARTIST DEPT.	166	9 3/4		6-24

DATE BLUEPRINT OK'D

DATE *Fixed*

By *[Signature]*

By *[Signature]*

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

E

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ST  
50



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1693

ORDER NO. 1691

DATE 5020-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT NONE

CARTFERRY ENTERING THE DHANNEL,  
LUDINGTON, MICH.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SIGNAL LIGHT BRIGHT RED

ALL CARTFERRIES ARE BLUE-BLACK AND WHITE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,798,799

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date MAY 26 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	4	2	5 - 26	6 - 8 1/2
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6 - 8	6 - 9 1/2
ENGRAVING				
HAND COLOR PROOF		1		
ARTIST DEPT.	15	7 3/4	6 - 12	6 - 15

DATE BLUEPRINT OK'D

DATE ~~Fixed~~ JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST  
52



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-HL694

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

HAMLIN LAKE DAM, LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

RAIL ALONG FOOT PATH IN RIGHT FOREGROUND IS MADE OF LOGS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

15 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By MAY 26 1937  
Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By MAY 26 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	12	1	5-26	6-5
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-5	6-7 H.V.
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		6-14
ARTIST DEPT.	37	8 3/4	6-12-37	6-14-37

DATE BLUEPRINT OK'D

DATE Fixed

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1695

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

EPWORTH HEIGHTS AND LINCOLN LAKE,  
LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

**MAY 29 1937** AND WORK SCHEDULE

Date

**MAY 29 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	12	1	6-1	6-4 56
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-4	6-4 48
ENGRAVING				
HAND COLOR PROOF		1 1/4		
ARTIST DEPT.	53	8 1/4	6-14	6-15

**JUL 19 1937**

DATE BLUEPRINT OK'D

DATE Filed

By

By AS

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. ~~JA~~-H1696

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

BIRD'S-EYE VIEW OF HAMLIN LAKE DAM,  
LUDINGTON, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT

NONE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

STRESS SANDY PORTION. BRING OUT THE PATH ALONG THE RIVER AT RIGHT SIDE  
OF PICTURE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By 123  
Date MAY 29 1937

AND WORK SCHEDULE

By 123  
Date MAY 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	11	2	6-1	6-5 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-5	6-7 14
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	22	9		6-14

JUL 13 1937

DATE BLUEPRINT SENT

DATE 123

DATE HAND COLOR PROOF SENT

DATE Photo Returned to Customer

By

ST  
56



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1697

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

STEARNS HOTEL, LUDINGTON, MICH.

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

ALL WOODWORK NO. 14--

STONE WHICH IS VISIBLE IS A VERY LIGHT GRAY--

SIGN IS WHITE AGAINST A BLACK BACKGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

15 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 29 1937

MAY 29 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	17	5	6-1	6-7
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-7	6-8
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-9	6-9
ARTIST DEPT.	166	8 3/4		

DATE BLUEPRINT OK'D

DATE Red

JUL 1 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

17

55  
56



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1698

ORDER NO. 1691

DATE 5-20-1937

6.M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL)

U. S. COAST GUARD STATION, LUDINGTON?  
MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

ROOFS ON ALL BLDGS. #32  
ALL WOODWORK WHITE  
BUILDING AT LEFT IS BRICK #2 - EXCEPT ITS TWO PORCHES  
FACING THE RIVER: WHAT FRAMEWORK SHOWS, IS #11.  
BUILDING AT EXTREME RIGHT- BIG DOOR IS #29.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Bureau

By MAY 26 1937  
Date

ESTIMATE  
AND WORK SCHEDULE

Case Dept. Checked

By MAY 26 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	5	2	5-26	6-4 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	65		6-1	6-4 45
ENGRAVING				
HAND COLOR PROOF	39	1 1/4	6-9	6-9
ARTIST DEPT.	54	8 3/4	6-14	6-16

DATE BLUEPRINT OR'D

By

DATE Red.

JUL 19 1937

DATE HAND COLOR PROOF OR'D

By

DATE Photo Returned to Customer



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1699

ORDER NO. 1691

DATE 5-20-1937

6M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

POST OFFICE AND PUBLIC LIBRARY, LUDINGTON,  
MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF G. T.

COLOR DESCRIPTION

BRICK ON P.O. # 10  
ROOF #15  
STONE- WHITE  
LIBRARY ROOF #15  
CORNER STRIPS ON ROOFS #21  
PUT IN FLAG ON P.O.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

15 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

MAY 26 1937

AND WORK SCHEDULE

By

Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	4	2	5-26	6-4
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	65		6-4	6-4
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-10	6-10
ARTIST DEPT.	150	8 1/4	6-12	6-15

DATE BLUEPRINT OK'D

DATE Red

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

4  
12

ST  
52



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-HL700

ORDER NO. 1691

DATE 5-20-1937

6M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER CENTER - BORDER.

FRONT NO. 1

R. MNO

TITLE (IN FULL)

IMPRINT NONE

BARNHART'S LANDING, HAMLIN LAKE,  
LUDINGTON, MICH

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BORDER BETWEEN LAND AND WATER ---INSTRUCTIONS ON BACK OF PHOTO

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

MAY 29 1937

Date

AND WORK SCHEDULE

By

MAY 29 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	158	2	6-1	6-7 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	65		6-7	6-8 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-9	6-9
ARTIST DEPT.	165	8 3/4		

DATE BLUEPRINT ORD

DATE FILED

DATE HAND COLOR PROOF

DATE PHOTO RETURNED TO CUSTOMER

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R

56



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1701

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

IMPRINT NONE

WEST LUDINGTON AVE. AND CITY PARK,  
LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

Executive OK of Estimate

By

MAY 26 1937

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 26 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	156	2	June 3	June 3 SL
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-5	6-7 14
ENGRAVING				
HAND COLOR PROOF		1 1/2		7 1/11/11
ARTIST DEPT.	28	8 1/2		6/16

JUL 15 1937

DATE BLUEPRINT OK'D

DATE ~~File~~

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1702

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

VIEW OF HARBOR FROM PASSENGER PLATFORM,  
LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

WOODEN PIER IN CENTER FOREGROUND-NATURAL BROWN COLOR

CENTER BACKGROUND (APPEARING TO THE LEFT OF BOAT) IS THE U.S. COAST GUARD  
STATION. PLEASE BRING IT CUT, AS WELL AS POSSIBLE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

MAY 29 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

MAY 29 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	12	3	6-1	6-8 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-8	6-9 14
ENGRAVING				
HAND COLOR PROOF	153	1 1/2		
ARTIST DEPT.	37	9	6-14-37	6-15-37

DATE BLUEPRINT OK'D

DATE FILED

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-H1703

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

PERE MARQUETTE CARRIERY STEAMING INTO  
PORT, LUDINGTON, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

TOUCH OUT ENTIRE MESS TO THE RIGHT OF THE BREAKWATER, AND MAKE IT LOOK LIKE  
LAWN.  
FIX UP BREAK IN THE CEMENT BREAKWATER IN MIDDLE.  
TAKE OUT ELEVATOR IN BACKGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

MAY 26 1937

AND WORK SCHEDULE

Date

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	17	3	5-26	6-3 SP
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-3	6-4
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-5	6-5 mlt.
ARTIST DEPT.	107	8 3/4	6-8	6-10

DATE BLUEPRINT OK'D

DATE ~~Fixed~~ JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all pos or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

17

ST.  
52



LEWIS DRUG STORE  
LUDINGTON, MICH.

NO. 7A-H1704

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

BATH HOUSE AND BEACH, LUDINGTON STATE  
PARK, LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

CHIMNEY AND BRICK WORK SUPPORTING THE PORCH ARE #2.

ROOF DARK BROWN.

WALLS OF THE HOUSE ARE SHINGLES #18

PORCH RAILING IS MADE OF LOGS (NATURAL COLOR)

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 26 1937

AND WORK SCHEDULE

MAY 26 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 26 1937	MAY 26 1937
SKETCH			
RETOUCHING	162 2	5-26	6-7 5
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	1	6-7	6-7 45
ENGRAVING			
HAND COLOR PROOF	163 1/4		
ARTIST DEPT.	47 8 1/2	June 15, 1937	June 16, 1937

DATE BLUEPRINT OK'D

DATE ~~Fixed~~ 100 19 1937

By

By

DATE ~~Photo~~ RETURNED

DATE Photo Returned to Customer

E

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



LEWIS DRUG STORE,  
LUDINGTON, MICH.

NO. 7A-IL705

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

PERE MARQUETTE CATERPILLAR 22 LEAVING  
THE HARBOR, LUDINGTON, MICH.

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

CLEAN UP LEFT FOREGROUND A LITTLE, WITHOUT MAKING SHORELINE  
DISAPPEAR ENTIRELY

TAKE OUT GRAIN ELEVATOR

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,798,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 29 1937

MAY 29 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	17	3	6-1	6-3
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	65		6-4	6-5
ENGRAVING				
HAND COLOR PROOF	39	1 1/4	6-9	6-9
ARTIST DEPT.	31	8 1/2		6-15

JUL 19 1937

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

17  
10

ST  
56



LEWIS DRUG STORE

LUDINGTON, MICH.

NO. 7A-H1706

ORDER NO. 1691

DATE 5-20-1937

6 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

ENTRANCE TO HARBOR, LUDINGTON, MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

LIGHTHOUSE AT THE RIGHT IS WHITE.

LIGHTHOUSE AT THE LEFT IS RED

BRING OUT STEAMER MORE CLEARLY

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

Date

MAY 26 1937

AND WORK SCHEDULE

MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 22 1937	MAY 26 1937
SKETCH				
RETOUCHING	12	2	5-26	6-7 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		6-7	6-7 K.S.
ENGRAVING				
HAND-COLOR PROOF	127	1 1/4		2 Yards.
ARTIST DEPT.	127	8 1/2		

DATE BLUEPRINT OK'D

DATE *Fixed*

JUL 19 1937

By

By

DATE HAND-COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



LEWIS DRUG STORE  
LUDINGTON, MICH.

NO 7A-H1707

ORDER NO. 1691

DATE 5020-1937

6 M Art Colortone P C.

White Border

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. NO

TITLE (IN FULL)

IMPRINT NONE

MIDDLE BAYOU, HAMLIN LAKE, LUDINGTON,  
MICH.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

BRIGE IN CENTER IS WHITE-

USE YOUR OWN JUDGMENT ON COLORS FOR COTTAGES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

15 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_  
Date MAY 26 1937

AND WORK SCHEDULE

By \_\_\_\_\_  
Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	12	2	5-26	6-7 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-7	6-8 K.
ENGRAVING				
HAND COLOR PROOF	123	1 1/4		6-14 B.H.
ARTIST DEPT.	30	8 1/2		

JUL 19 1937

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Read \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_



R. M. MARRINER, LAGUNA BEACH,  
CALIFORNIA

NO. 7A-H1708

ORDER NO. 1405

DATE 5-19-1937

12<sup>1</sup>/<sub>2</sub> M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TYPICAL SHORELINE, LAGUNA BEACH, CALIFORNIA

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,759,773

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

MAY 27 1937

AND WORK SCHEDULE

Date

MAY 27 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	158	2	5-27	6-8 SL
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	68		6-11	6-11
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	31	9		6-25 P.H.

DATE BLUEPRINT OK'D

DATE Fixed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Very  
Push*

54



R. M. MARRINER, LAGUNA BEACH,  
CALIFORNIA

NO. 7A-HL709

ORDER No. 1405

DATE 5-19-1937

1 2 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

APPROACHING LAGUNA BEACH, CALIFORNIA FROM  
THE SOUTH

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

3  
Subjects on  
Order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By [Signature]  
Date MAY 24 1937

AND WORK SCHEDULE

By [Signature]  
Date MAY 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 25 1937	MAY 26 1937
SKETCH				
RETOUCHING	156	4 1/2	June 7	June 9 37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-9	6-10-37
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	37	9 3/4	6-22-37	6-23-37 Bth

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By [Signature]

By [Signature]

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By [Signature]

By [Signature]

16  
5

50



R. M. MARRINER, LAGUNA BEACH, CALIFORNIA

NO. 7A-H1710

ORDER NO. 1405

DATE 5-19-1937

12<sup>1</sup>/<sub>2</sub> EM ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

LAGUNA BEACH, CALIFORNIA, "WHERE THE  
HILLS MEET THE SEA."

DOWNTOWN BUSINESS SECTION

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Business

ESTIMATE

Cost Dept. Checked

Date MAY 26 1937

AND WORK SCHEDULE

By Date MAY 26 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 26 1937	MAY 26 1937
SKETCH			
RETOUCHING	14 6	5-26	6-9
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	6-9	6-9
ENGRAVING			
HAND-COLOR PROOF	1 1/2		
ARTIST DEL.	184 11	6-21	6-26

JUL 19 1937

DATE BLUEPRINT OK'D

DATE *Red*

By

By

DATE HAND-COLOR PROOF OK'D

DATE Photo Returned to Customer

By

10

52



22

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL No. <u>7A-H1711</u> ORDER NO. <u>1422</u> DATE <u>6-4-1937</u>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	PHOTO RETURNED  TO  PHOTO USED FOR
	CUSTOMER <u>MULLER BROS., HOLLYWOOD, CALIF.</u>	Photos for this Customer		
	12 $\frac{1}{2}$ M BUS. CARDS SIZE <u>3<math>\frac{1}{2}</math> x 2<math>\frac{1}{4}</math></u> STYLE <u>ART COLORTONE, FULL FACE</u>			
	PLACE OF TITLE: Upper, Lower, Center—Border — <u>Follow Layout</u> Title in Plate Yes No Copyright in Plate Yes No Title in full <u>MULLER BROS. (ETC. AS PER COPY)</u>	(All of this on address side) FRONT NO. <u>NONE</u> R. M. <u>Yes</u> No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint <u>No Imprint</u>		
RETURN PHOTO YES NO	RETOUCHING DEPARTMENT <u>Submit</u> — Sketch — Layout — <u>Retouched Photo</u> — Wash Drawing Follow Layout  <u>SEE SKETCH ATTACHED.</u>	PHOTO LITHO Rephoto	NEG. NO.	
		____ Photograph each - Size 5x7 - 8x10 - 10x12		
		____ Prints each from ____ Negatives MATTE or GLOSSY		
		Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo		
		Negative — Line — Halftone — Combination. <u>120</u> Dry — Wet — Pancromatic — Color Separation. <u>133</u> Transfer — Paper Process — New Process. <u>150</u> Stripping — White Border — Full Face. <u>175</u> Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.		
	COLOR DESCRIPTION This company handles the Associated Oil Company products and carry out the color scheme of this company -- that is, Red, Cream and Green in the colors of their buildings and signs. The red is about #2, Green about #13 and cream between #11 and 14. Muller Bros. buildings are painted cream color with green trim, and the lettering on the buildings is in red, except "Associated" on gasoline filling station building, which is reversed letter, i.e. red background and cream letters. The big sign reading "Muller Bros. Firestone Tires" is cream background with the lettering in red, and the ornamental decoration at top worked out in green. The gas pumps are green trimmed in red.			
	<u>make red impression</u>			

Ret 8 1/2  
K C 1  
L A 6

15



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1712 ORDER NO. 2235 DATE 6-1-1937

CUSTOMER THE CRANBURY INN,  
CRANBURY, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: THE CRANBURY INN — ESTABLISHED 1780

BOT: STATE HIGHWAY #25 — CRANBURY, NEW JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

DO NOT SHOW PRICES OF DINNERS ON THE SIGN ON SIDEWALK, LOWER THE TWO AWNINGS  
SHOW ONLY THE WORD DINNERS. LOWER THE TWO AWNINGS  
ON FIRST FLOOR RIGHT HAND SIDE OF BLDG. ELIMINATE  
THE CAR PARKED AT THE RIGHT IN THE PARKING GROUNDS

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SHED IN REAR WHITE WITH PEA GREEN TRIM, BLACK ROOF. RETAINING WALL IN PARKING LOT WHITE. UMBRELLAS  
BLUE & YELLOW, AND PINK & YELLOW. FURNITURE ON LAWN: ONE TABLE IS BLUE, ONE IS RED. ONE SET OF  
CHAIRS RED, ONE SET BLUE (SHOW RED CHAIRS AT BLUE TABLE & VICE VERSA). SHOW THE BUILDING AT LEFT.  
AWNINGS WIDE STRIPE IS BLUE, NARROW STRIPES YELLOW & RED. LARGE SIGN IN FRONT OF BLDG. IS BLUE WITH  
WHITE LETTERS. ROOF OF BLDG. #23. BLDG. WHITE. SCREENS AND LATTICE WORK DARK GREEN. PORCH & STEPS  
GREY. FOUNDATION OF BLDG. FIELD STONE. PARKING DRIVEWAY GRAVEL. SIGN AT SIDEWALK BLUE WITH GOLD  
LETTERING — TALLY-HO IS BLACK ON A #21 BACKGROUND. THE BASE OF THE SIGN IS WHITE. FLAG POLE WHITE.  
SHUTTERS PEA GREEN.

make DK. Blue impression



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1713 ORDER NO. 2236 DATE 6-1-1937

CUSTOMER THE CRANBURY INN,  
CRANBURY, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M BUS.CARDS SIZE 3½ x 2 5/8

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: THE CRANBURY INN—ESTABLISHED 1780

BOT: STATE HIGHWAY NO. 25 — CRANBURY, NEW JERSEY

FRONT NO. NONE

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

MAKE USE PHOTO NO. 7A-H1712. MAKE NEW BLACK  
NEGATIVE AND REDUCE COLOR PLATES.

PHOTO LITHO

Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO



WAYNE NOVELTY & PUBLISHING CO.,  
FORT WAYNE, IND.

NO. 7A-H1714

ORDER NO. 1424

DATE 5-19-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: "TOWER BEACH" ON THE  
GULF OF MEXICO, FORT WALTON, FLORIDA

BOT: FINEST BEACH IN ALL AMERICA  
SMALL TYPE: (C) W.N.&P.CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

2 cards

By 82

Date MAY 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 82  
Date MAY 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 26 1937	MAY 26 1937
SKETCH				
RETOUCHING	12	3	5 - 26	6 - 8 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6 - 8	1 - 8 1/2
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		12 1/4
ARTIST DEPT.	162	9 3/4	6 - 23	JUL 19 1937

DATE BLUEPRINT OK'D

DATE 1/2

By

By 2K

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

4/17/38

12

17  
12



DISTRIBUTED BY J.R.WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 7A-H1715

ORDER NO. 1428

DATE 5-24-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) GREETINGS FROM LINCOLN  
NATIONAL FOREST AND THE WHITE SANDS  
WRITING YOU FROM \_\_\_\_\_

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: 163

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE SAMPLES ATTACHED. USE 6A-H2769 IN LAST LETTER.

RETURN PHOTO OF "STICK-TO-HIT-HER"  
WITH "INDIAN."

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_

By \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING				
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE FILED \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE PAID FOR COLOR \_\_\_\_\_

DATE Being Returned to Customer \_\_\_\_\_

DATE \_\_\_\_\_

DATE \_\_\_\_\_



LAURIUM COMMERCIAL SCHOOL, LAURIUM, MICH.

NO. 7A-HL716

ORDER NO. 1455

DATE 5-20-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

RESTHAVEN TOURIST CABINS, BARAGA, MICHIGAN

BOT--LOCATED ON KEWEENAW BAY, U. S. 41

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SMALLER CABINS ARE ALL WHITE WITH GREEN ROOFS.

FLOWERING PLANTS IN BOXES AND FRONT OF CABINS

LARGE CABIN IN FOREGROUND OF LOGS-STAINED BROWN-FIREPLACE CHIMNEY MADE OF REDDISH ROCKS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date MAY 26 1937

AND WORK SCHEDULE

By *[Signature]*  
Date MAY 26 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 26 1937	MAY 26 1937
SKETCH			
RETOUCHING	169 2	5-26	6-12 SL
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	164	6-12	6-14 K.
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	6-14	6-14
ARTIST DEPT.	48 9	6-24	6-25

JUL 19 1937

DATE BLUEPRINT OK'D

DATE *[Signature]*

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

M

52



LAURIUM COMMERCIAL SCHOOL,  
LAURIUM, MICH.

NO. 7A-H1717

ORDER NO. 1455

DATE 5-20-1937

12 1/2 M ART COLORTONE POST CARDS  
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

LAKE HORE CABIN, RESTHAVEN, BARAGA,  
MICHIGAN.

BOTE-OVERLOOKING KEMEEANAW BAY, U. S. 41

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

POLES OR LOGS STAINED BROWN- SMALL CABINS IN THE BACK GROUND WHITE.  
FIRESTONE-REDDISH-BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

## ESTIMATE

Cost Dept. Checked

Date

MAY 29 1937 AND WORK SCHEDULE

By

Date

MAY 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	158	2	6-1	6-10 51
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	61		6-11	6-12 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	6-12	6-14 11/11
ARTIST DEPT.	150	9	6/24	6/28

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

17 M

556



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1718 ORDER NO. 1466 DATE 7-21-1937

CUSTOMER HUTCHINSON WINCH,  
BOSTON, MASS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MEN LOOK FOR COMFORT (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout SEE SKETCH & DRAWING ATTACHED. ~~XXXXXXXXXX~~

HAVE ARTIST FINISH UP HERE AND THERE. AND STRIP  
IN TYPE AS INDICATED ON SKETCH AND DRAWING. YOU  
WILL HAVE TO REVERSE THE POSITION OF THE MEN'S  
SHOES ON THE LEFT OF THE CARD TO MAKE LIKE SKETCH.

DO NOT RETOUCH THE SHOE DRAWINGS. THERE MUST BE  
RETURNED TO E.B. THOMAS AS SOON AS POSSIBLE.  
RETOUCH NEGATIVES OR PRINTS OF THE DRAWINGS

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DK. Blue

Drawing  
ret 8/23/37

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

rephoto 5x7  
1 Print per card  
L. O 2½  
Ret - 6½  
H C 2½  
- 12

OK. given Panels  
will have yellow  
coloring

See Thomas

30 4 1/2

# 27.



SCENIC ART SERIES, B.S. REYNOLDS CO.,  
WASHINGTON, D. C.

NO. 7A-H1719

ORDER NO. 1482

DATE 6-2-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER ~~LOWER~~ CENTER - BORDER.

TITLE (IN FULL) UNITED STATES SUPREME

COURT, WASHINGTON, D. C.

PRIVATE NO. BEFORE TITLE: 147

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES *same as*

IMPRINT SAME AS ABOVE *5AH2224*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE BEST PHOTO. SHOW DETAIL IN BLDG. WHICH IS IMPORTANT. WHITE MARBLE ALL OVER,  
WITH TINY TRACE OF GRAY IN MARBLE. WHITE FIGURES ON STEPS, SHOW FLAG ON POLE. ~~24~~  
SQUARES ON RIGHT ON SIDE WALK IS GREEN LAWN. GREEN LAWN & SHRUBBERY. REMOVE LAMP  
POST ON LEFT EDGE & MEN ON L. FT. MAKE GREEN FOLIAGE ON TREE LIMBS ON RIGHT & LEFT  
UPPER CORNERS. CROP OFF 5/8" OFF BOTTOM OF PHOTO, REMOVING CURB AND STRIE IN FORE-  
GROUND. SHOW DETAIL ON FIGURES ON CORNICE OR GABLE AS ON 4A-H2057.

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ESTIMATE				Cost Dept. Checked
By <u>JUN 10 1937</u>				By <u>JUN 10 1937</u>
AND WORK SCHEDULE				Date
OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED	
COMPOSING, TYPE SET UP		JUN 10 1936	JUN 10 1936	
SKETCH				
RETOUCHING	3	6-10	6-17	
PHOTO-LITHO				
BLUEPRINT	64	-17	6-18	
STRIPPING, GRADING				
ENGRAVING				
HAND COLOR PROOF	160	6-28	6-28	
ARTIST DEPT.	52	7/5/37	7/12/37	

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE 7/19 1937  
By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. **7A-H1720** ORDER NO. **21488** DATE **5-26-1937**

CUSTOMER **HOE SAI GAI, INC.,**  
**CHICAGO, ILL.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25M PC

SIZE **3 1/2 x 5 1/2**

STYLE **ART COLORTONE, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

**HOE SAI GAI - THE MOST BEAUTIFUL**  
**CHINESE RESTAURANT IN THE WORLD**  
**VISIT OUR MING DINING ROOM ON THE SECOND FLOOR**  
**(THE WORD "MING" TO BE IN ITALICS)**

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE TISSUE ATTACHED.**

FRONT NO. **5** (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**SEE TISSUE ATTACHED.**

## MAKEOVER

Charge to Adv Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING		Time Required in Dept.
PHOTO LITHO		Date <b>JUN 21 1937</b>
COMPOSING		By
ART DEPT. HC	<b>1 1/2</b>	
ENGRAVING		

## MAKEOVER

Charge to Adv Dept.

EST. Makeover Time Required

	TIME	
RETOUCHING		Time Required in Dept.
PHOTO LITHO		Date <b>JUN 15 1937</b>
COMPOSING		By
ART DEPT. HC	<b>1 1/2</b>	
ENGRAVING		

PHOTO RETURNED

TO

PHOTO USED FOR

*Ret 5*  
*HC 1 1/2*  
*La 10*

*200 1/2*

*Jun*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER KENT MACHINE WORKS, BROOKLYN, N. Y.	DIAL NO. 7A-H1721	ORDER NO. 2026	DATE 5-24-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	12½ M	PC GROUP (2)	SIZE 3½ x 5½	STYLE ART COLORTONE, WHITE BORDER		
	PLACE OF TITLE: Upper, Lower, Center—Border — <u>Follow Layout</u> Title in Plate Yes No Copyright in Plate Yes No Title in full			FRONT NO. 5 (All of this on address side) R. M. <u>Yes</u> No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint No Imprint		
	RETOUCHING DEPARTMENT <u>Submit</u> — Sketch — <u>Layout</u> — <u>Retouched Photo</u> — Wash Drawing Follow Layout  SEE LAYOUT ATTACHED. TRADEMARK TO APPEAR AT BOTTOM OF CARD BETWEEN TWO VIEWS.			PHOTO LITHO Rephoto NEG. NO. ____ Photograph each - Size 5x7 - 8x10 -10x12 ____ Prints each from _____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.		
COLOR DESCRIPTION COLORED SEAL ATTACHED, BUT CUSTOMER SAYS "MAKE THE RED IN THE WORD 'SUPER' THE SHADE OF RED YOU USED FOR VICTOR METAL PRODUCTS BACKGROUND".  PHOTO AT RIGHT OF CARD: LEVER AND FRONT APRONS POLISHED STEEL. PHOTO AT LEFT OF CARD: BRASS TUBING AND VALVE ON RIGHT SIDE, LEVER AND ROLLERS AND WHEELS ARE POLISHED STEEL (SEE BACK OF PHOTO) BACKGROUND COLOR SHOULD HARMONIZE PERFECTLY WITH COLORTONES OF THE UNIT -- AND MUST BE VERY DIGNIFIED. <del>XXXXX</del> IF IT BE DECIDED TO MAKE THE BACKGROUND BLACK, IT SHOULD HAVE THAT GLOSS EFFECT THAT WILL MAKE THE UNIT SNAP AND <del>XXXXXX</del> SPARKLE IN CONTRAST.						

*inst attached*

*make red impression*

1  
2  
8  
10  
10  
C-2

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

2M-1-2-37

13

3

ST.  
55



C.W. HUGHES & CO.,  
MECHANICVILLE, N. Y.

NO. 7A-H1722

ORDER NO. 2029

DATE 5-24-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MOUNTAIN VIEW HOUSE,  
PORT KENT, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT PRINTED FOR MT. VIEW HOUSE,  
PORT KENT, N. Y.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDING IS WHITE, TRIMMED WITH GREEN. COMPOSITION ROOF. TAKE OUT POLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,755

Executive OK of Estimate By JP Cost Dept. Checked JP  
By JP Date JUN 2 1937 ESTIMATE AND WORK SCHEDULE Date JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937c
SKETCH				
RETOUCHING	156	3	June 2	June 2 5c
PHOTO-LITHO				
BLUEPRINT STRIPPING OPAQUING	65		6-9	6-9 4x.
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-10	6-10 11/1
ARTIST DEPT.	155	9	6-15	6-16

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE JP JUL 1 1937  
By \_\_\_\_\_ By JP  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_



DISTRIBUTED BY J.R.WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 7A-H1723

ORDER NO. 2034

DATE 5-24-1937

124M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM THE INDIAN  
CAPITOL - GALLUP, NEW MEXICO

PRIVATE NO. UPPER RIGHT CORNER: 164

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE SKETCH & PHOTOS ATTACHED.

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 15 1937

AND WORK SCHEDULE

Date

JUN 15 1937

OPERATION

EST. TIME

DATE ENTERED DEPT.

DATE COMPLETED

Clk No. Time Allowed

COMPOSING, TYPE SET UP

JUN 16 1937

JUN 15 1937

SKETCH

1 14

RETOUCHING

17 5

6-16

6-29 8

PHOTO-LITHO

BLUEPRINT  
STRIPPING, DRAWING

64

6-24

6-25 40

ENGRAVING

HAND COLOR PROOF

ARTIST DEPT.

23 17

7/21 7 24

DATE BLUEPRINT OK'D

DATE

JUL 24 1937

By

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo By sent to Customer



DISTRIBUTED BY J.R.WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 7A-M1724

ORDER NO. 2034

DATE 5-24-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM LAS VEGAS,  
NEW MEXICO

PRIVATE NO. UPPER RIGHT CORNER: 165

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By \_\_\_\_\_

By \_\_\_\_\_

Date JUN 15 1937

Date JUN 15 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	..... 1937
SKETCH		9		
RETOUCHING	17	6	6-16	6-25-37
PHOTO LITHO				
BLENDING, OPAQUING	60		6-25	6-26-37
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	158	16	7-20-37	7-14-37

JUL 19 1937

DATE PRINTED CARD

DATE FILED

DATE HAND COLOR PROOF

DATE HAND COLOR PROOF

13  
17



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. ☒ 7A-H1725 ORDER NO. 2048

DATE 5-24-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER  
BALBACH'S BAR & AUDITORIUM,  
KEANSBURG, N. J.

25 M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: ☒ Upper, ☒ Lower, ☒ Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: BALBACH'S BAR AND AUDITORIUM -

111-117 CARR AVE., KEANSBURG, NEW JERSEY

BOT: OCTAGONAL BAR AND SECTION OF AUDITORIUM

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing

Follow Layout

ELIMINATE SANDWICH SIGNS AS WELL AS SIGN SHOWING  
MAN IN ~~XXXXXX~~ CORNER BEHIND BAR - ALSO CENTER THE TWO  
CHAIRS DIRECTLY IN FRONT OF BAR.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CEILING LIGHT BUFF & THE UPPER HALF OF WALLS ALSO LIGHT BUFF. WOOD TRIM IN CEILING & WALLS  
DARK BROWN. PAINTING & DOORS & FLOOR TRIM DARK OAK. CHAIRS & TOP OF BAR LIGHT OAK. SIDE OF  
BAR LIGHT OAK WITH BLACK TRIM. BRASS RAIL AROUND BAR AT BOTTOM. TABLES LIGHT OAK. CHAIRS AT  
TABLES LIGHT OAK. CHANDALIER WHITE GLOBE, BLACK FIXTURE. TWO COUNTERS IN CENTER OF BAR LIGHT  
OAK WITH WHITE BOTTOM SECTIONS - CHROME METAL RACKS WITH GLASS SHELVES. FLOOR LIGHT OAK. CITARE  
VENDING MACHINE CHROME FRONT WITH LIGHT BLUE BASE & SIDE. SHELVING AT RIGHT & TELEPHONE BOOTH  
IN CORNER LIGHT OAK. CASH REGISTERS CHROME WITH BLACK BASE. BAR DRAIN CHROME.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



DISTRIBUTED BY J.R.WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 7A-H1726

ORDER NO. 2034

DATE 5-24-1937

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, XXXXXXBRRXX FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) INDIAN VS. OIL  
(VERSE)

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: N-3  
IN PLATE: (C)

PHOTO PROPERTY OF

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By  
Date MAY 29 1937 AND WORK SCHEDULE

By  
Date MAY 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH		2		
RETOUCHING		2	6-1	6-8
PHOTO-LITHO				
BLUEPRINT BLOODING, OPAQUING	6-		6-1	6-7
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DFT.	151	10	7-1	7-8

DATE ESTIMATE OK'D

DATE Filed

DATE HAND SET

DATE Photo Returned to Customer

Handwritten signature or initials.

10

13



LAURIUM COMMERCIAL SCHOOL,  
LAURIUM, MICH.

NO. 7A-H1727

ORDER NO. 2036

DATE 5-24-1937

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

YES

TITLE (IN FULL)

IMPRINT

STURGEON RIVER R PIDS, ALONG U. S. 41,

SAME AS ABOVE

NEAR L'ANSE, MICH.

BOT-IN THE LAND OF HIAWATHA

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 2 1937

AND WORK SCHEDULE

Date

JUN 3 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk. No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	161	2	6-4	6-12-37
PHOTO-LITHO				
BLUE-INT SKETCHING, OPAQUING	64		6-12	6-14-37
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	#27	9 1/2		6-24-37

JUL 19 1937

DATE BLUE-INT OK'D

DATE PROOF

DATE HAND & COLOR PROOF OK'D

DATE Proofs Returned to Customer



LAURIUM COMMERCIAL SCHOOL,  
LAURIUM, MICH.

NO. 7A-H1728

ORDER NO. 2036

DATE 5-24-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

THE SILVER RIVER ALONG THE OLD L'ANSE,  
SKANEE, MARQUETTE TRAIL

BOT- NEAR M-35 - L'ANSE TO SKANEE,

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

KINDLY PUT ON FOLIAGE WHERE NEEDED. LOT OF ROCKS ARE SEEN IN THIS SECTION  
ROCKS ARE BLACK AND GRAY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

JUN 2 1937

By

JUN 2 1937

Date

AND WORK SCHEDULE

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	156	2	6-2	6-12 SC
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	64		6-12	6-12
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		15 1/2
ARTIST DEPT.	39	9 1/2	6-25-37	6-28-37

DATE BLUEPRINT OK'D

DATE FILED

JUL 19 1937

By

By

215



LAURIUM COMMERCIAL SCHOOL,  
LAURIUM, MICH.

NO. 7A-H1729

ORDER NO. 2036

DATE 5-24-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

FORD LUMBER MILL - L'ANSE, MICHIGAN

BOT-LOCATED ON THE SHORE OF KEWEENAW BAY.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

These Buildings are painted something like a steel gray.

SUBMIT: RET. PHOTO

PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

C & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date MAY 29 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date MAY 29 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1937	JUN 1 1937
SKETCH				
RETOUCHING	10	4	6-15	6-15 SC
PHOTO-LITHO				
BLUEPRINT	6		6-15	6-15 4
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PR	163	1/4		16 1/4
ARTIST DEPT.	150	8 1/2	6/23	JUL 6 1937
				JUL 19 1937

DATE BLUEPRINT ORD

By

DATE PRD

By

DATE HAND COLOR PR ORD

DATE PRD Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



LAURIUM COMMERCIAL SCHOOL,  
LAURIUM, MICH.

NO. 7A-H1730

ORDER NO. 2036

DATE 5-24-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

THE SILVER RIVER- NEAR L'ANSE, MICHIGAN  
THE HOME OF BIG TROUT.

BOT-IN LAKE SUPERIOR COUNTRY NEAR HURON  
MOUNTAINS AND HURON BAY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Put on some foliage.

ROCK ALONG RIVER BANK BLACK AND GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 2 1937

By JUN 2 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	161	1 1/2	6-2	6-12-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-11	6-24-37
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		14
ARTIST DEPT.	30	9		6-28-7

JUL 19 1937

DATE ESTIMATE OK'D

DATE RECD

By

58



POST OFFICE NEWS SHOP,  
FORT WORTH, TEXAS

NO. 7A-H1731

ORDER NO. 2039

DATE 5-24-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT NONE

"CASA MANANA" OF THE FORT WORTH FRONTIER  
FIESTA, FORT WORTH, TEXAS

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

COLORS----WHITE AND BLUE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 3 1937

AND WORK SCHEDULE

Date

JUN 3

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	17	5	6-4	6-9
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-9	6-10
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-11	6-11
ARTIST DEPT.	164	9 1/2	6-15	6-29

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Filed

By AS

DATE PAID

DATE Photo Returned to Customer

17

ST.  
60



POST OFFICE NEWS SHOP,  
FORT WORTH, TEXAS

NO. 7A-H1732

ORDER NO. 2039

DATE 5-24-1937

25 MART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

NONE

INTERIOR AND BACKSTAGE OF "CASA MANANA,"

FORT WORTH FRONTIER FIESTA, FORT WORTH, TEXAS

Bot, SMALL TYPE - RITCHEY PHOTO

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

COLORS-WHITE AND BLUE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. PAT. NO. 1,297,774

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

JUN 3 1937

AND WORK SCHEDULE

By

JUN 3 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	17	8	6-4	6-14 SL
PHOTO-LITHO				
BLEEDING, STRIPPING, OPAQUING	18		6-14	6-14 14.5
ENGRAVING				
HAND COLOR PROOF	163	1 3/4		15 min.
ARTIST DEPT.	159	12 1/2	6-2	6-1

DATE BLUEPRINT OK'D

DATE Fwd

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER	DIAL No. 7A-H1733	ORDER NO. 2050	DATE 5-24-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER THE RUSSELL MFG. CO., ALEXANDER CITY, ALA.					
	6 M PG SIZE 3 1/2 x 5 1/2					
	STYLE PHOTO COLORIT, WHITE BORDER					
PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout			FRONT NO. 5 (All of this on address side) R. M. Yes No			
Title in Plate Yes No Copyright in Plate Yes No			R.M. to cover part of Mess. Space, entire Mess. Space, entire Front			
Title in full RUSSELL HOTEL, ALEXANDER CITY, ALA.			Trade Mark Yes No Special type as sample			
			IMPRINT: Customer C. T. Imprint No Imprint			
RETOUCHING DEPARTMENT			PHOTO LITHO			
Submit — Sketch — Layout — Retouched Photo — Wash Drawing			Rephoto			
Follow Layout			NEG. NO.			
SEE INSTRUCTIONS ATTACHED.			Photograph each - Size 5x7 - 8x10 - 10x12			
			Prints each from Negatives MATTE or GLOSSY			
			Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted			
			See Salesman, Customer, or Sample for Position, Office			
			DELIVER Straighten Photo			
			Negative — Line — Halftone — Combination. 120			
			Dry — Wet — Pancromatic — Color Separation. 133			
			Transfer — Paper Process — New Process. 150			
			Stripping — White Border — Full Face. 175			
			Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.			
COLOR DESCRIPTION						
SEE INSTRUCTIONS ATTACHED.						
Edy red brick 85584						

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

2M-1-2-37

5 x 7  
JUL 10  
7E 12  
A 9 1/2  
C-1/2

(1-rephoto)  
MAKEOVER

Charge to Ret Dept  
EST. Makeover Time Required

	TIME	Time Required in this Dept.
RETOUCHING	4 1/2	JUL 15 1937
PHOTO LITHO		
COMPOSING		
ART DEPT.		
ENGRAVING		

6-12



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL No. <u>7A-H1734</u> ORDER NO. <u>2051</u> DATE <u>5-24-1937</u>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER <u>THE RUSSILL MFG. CO.</u> <u>ALEXANDER CITY, ALA.</u>			
	12 $\frac{1}{2}$ M PC SIZE <u>3 <math>\frac{1}{2}</math> x 5 <math>\frac{1}{2}</math></u> STYLE <u>PHOTO COLORIT, WHITE BORDER</u>			
	PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <u>ANTILLA HOTEL, CORAL GABLES, FLORIDA</u>	FRONT NO. <u>5</u> (All of this on address side) R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <u>C. T. Imprint</u> No Imprint		
RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout	PHOTO LITHO Rephoto	NEG. NO.		
	Photograph each - Size 5x7 - 8x10 - 10x12 Prints each from Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. 120 Dry — Wet — Pancromatic — Color Separation. 133 Transfer — Paper Process — New Process. 150 Stripping — White Border — Full Face. 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.			
	COLOR DESCRIPTION <u>ORANGE WHITE BLDG. RED SPANISH TILE ROOF WITH TWO-TONE STRIPE AWINGS.</u>			

3 1/2  
9 3/4

*Handwritten signature*

ST.  
63



DISTRIBUTED BY J.R.WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 7A-H1735

ORDER NO. 2034

DATE 5-24-1937

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM SANTA FE  
NEW MEXICO

PRIVATE NO. UPPER RIGHT CORNER: 166

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SEE SKETCH & INSTRUCTIONS ATTACHED.

*Large photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,774

Executive OK of Estimate

B.

JUN 21 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH <i>Layout</i>		12		
RETOUCHING	17	5		
PROOFING				
BY <i>STUDIO</i> CORRECTING	18		30	6-30
FINISHING				
HAND COL OR PROOF	184	1 3/4	7-7	7-7
ART DEPT.	184	17	6-30	7-5

DATE OF PRINT OR D.

DATE

JUL 24 1937

DATE HAND COLOR PROOF OR D.

By

DATE Photo Returned to Customer

By

# MAKEDOVER

Chief

*R.V.*

Dept.

Time Required

RETOUCHING	3/4	Time Allowed in Cost Dept.
PROOFING	1	JUL 13 1937
COMPOSING		
ART DEPT.		
FINISHING		

*Handwritten signature and scribbles*

*Handwritten notes and signature: Curt Teich*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1736 ORDER NO. 2047 DATE 5-24-1937

CUSTOMER MILLER & MUNDY,  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MILLER & MUNDY, INC. (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Large photo

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7  
HC 14  
A 11

2  
# 27

X



31  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1737 ORDER NO. 2046 DATE 5-24-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER TERRACE APARTMENTS,  
MIAMI BEACH, FLA.

12½ M PC SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: TERRACE APARTMENTS MIAMI BEACH,  
FLORIDA

POT: ~~SURE BATHING FROM YOUR ROOM~~ see copy

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Photo sent to John Thompson

9.18.40

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

5-5½

Small 4x6



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO  
YES  
NO

DIAL No. 7A-H1738 ORDER NO. 2058 DATE 5-24-1937

CUSTOMER CAMP GRAY,  
SAUGATUCK, MICH.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLOR IT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CAMP GRAY, SAUGATUCK, MICH. —  
RECREATION HALL AND A SLEEPING COTTAGE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto  
NEG. NO.  
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ROOFS RED. SAND IN FOREGROUND.

PHOTO RETURNED  
TO  
PHOTO USED FOR

Ret 2 1/2  
H.C. 1 1/4  
A 9  
C-1/4

X

X

IT.  
54



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1739 ORDER NO. 2056 DATE 5-24-1937

CUSTOMER EASTERN AIR LINES,  
NEW YORK, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

EASTERN AIR LINES PLANE OVER HOUSTON, TEXAS

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL NO. 7A-H1740 ORDER NO. 2055 DATE 5-24-1937

CUSTOMER PRODUCERS CREAMERY CO.,  
SPRINGFIELD, MO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

12½ M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Remove the wire in the top, take off the small  
triangular corner in left foreground and clean up  
some unfinished building at the extreme right  
edge.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Building is a light yellow brick, the darker tone is about like color square #17, the lighter one  
just a shade lighter. Vary little brilliant color on it, but we will have to liven it up by  
some clouds. There are some awnings on left wing, might play them up to give all the added  
color possible - some green stuff in front might not be bad, also.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

TO

PHOTO USED FOR



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1741

ORDER NO. 2068

DATE 5-25-1937

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CAESAR'S HEAD, XX S. C.,

ALTI TUDE 3,227 FEET

PRIVATE NO. BEFORE TITLE- 984

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

19

R. M.

YES

IMPRIN

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,750,099

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

JUN 2 1937

AND WORK SCHEDULE

By

Date JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	14	3	6-2	6-16 SC
PHOTO-LITHO				
BLEUPRINT	71		6-16	6-17 Hs
STAMPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF	10-3	1 1/2		
ARTIST DEPT.	49	9 1/2	7-14	7-14 WP

JUL 19 1937

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

518



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 7A-H1742

ORDER NO. 2068

DATE 5-25-1937

25M ART COLOR TO POST CARD S. WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. YES

TITLE (IN FULL) THREE MILE VIEW OF THE

IMPRINT SAME AS ABOVE

GEER SCENIC HIGHWAY NO. 276,  
ASCENDING THE MOUNTAIN FROM GREENVILLE,  
S.C. TO CAESAR'S HEAD.

PRIVATE NO. BEFORE TITLE- 986

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INST. ATT'D.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

JUN 4 1937

Date

ESTIMATE  
AND WORK SCHEDULE

By

Date

Cost Dept. Checked

JUN 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	2	6-4	6-16 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-17	6-17 K.
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		21 1/2
ARTIST DEPT.	32	9 3/4		July 10 P.H.

JUL 19 1937

DATE BLUEPRINT OK'D

DATE ~~PROOF~~

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1743

ORDER NO. 2068

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MOUNT PISGAH BY NIGHT, AS

XXX SEEN FROM PARKING PLACE,  
WESTERN NORTH CAROLINA

PRIVATE O. BEFORE TITLE- 987

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INST. ATT'D.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,792,275

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

JUN 4 1937

AND WORK SCHEDULE

By

Date

JUN 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	8	3	6-16	6-17
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	10		6-7	6-18
ENGRAVING				
HAND COLOR PROOF	13	1 1/2		
ARTIST DEPT.	152	9 1/2	7-6	7-7

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1744

ORDER NO. 2068

DATE 5-25-1937

25M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

TITLE (IN FULL) TOP-HIAWASSEE RIVER,  
"IN THE HEART OF THE BLUE RIDGE  
MOUNTAINS"

PRIVATE NO. BEFORE TOP TITLE- 989

BOTTOM TITLE- M-3 A SCENE NEAR MURPHY,

N.C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

NATURAL COLORS AS INDICATED. SHOW RIVER GOOD. VARIG. GREENS OF  
PINES & OTHER TREES. CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date JUN 7 1937

AND WORK SCHEDULE

Date

JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING		2	6-8	6-17 82
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	6-2		6-17	6-18 85
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.		10		7-19 - Pth

DATE ESTIMATE OK'D

DATE

JUL 21 1937

By

By

DATE HANDCOLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

M

ST.  
63



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1745

ORDER NO. 2068

DATE 5-25-1937

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) A TYPICAL SOUTHERN

CABIN HOME "EVERYBODY WORKS AT  
OUR HOUSE"

PRIVATE NO. 8 FORE TITLE- 991

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

UNPAINTED WOODEN BLDG., DK. SHINGLE ROOF, RED BRICK CHIMNEY ~~XXXXXX~~  
MAN DARK BLUE OVERALLS, 2 BOYS LIGHT BLUE OVERALLS. WOMEN & GIRLS  
DRESSES SHOULD NOT HAVE VIVID COLORING - GRAY, CREAM & LIGHT BLUE  
ARE APPROPRIATE - DOTTED DRESS. THIS IS JUST AN OLD HOME AND MEN  
SHOULD HAVE COLORS ACCORDINGLY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 4 1937  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 4 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	161	3	6-4	6-16 SE
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-17	6-18 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-21	6-21
ARTIST DEPT.	38	9 3/4	7-12	7-12

DATE BLEUPRINT OK'D

DATE PROOF

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*R. Paper and order*

*W. W. W.*

11



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1746

ORDER NO. 2068

DATE 5-25-1937

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) A HOOKED RUG IN THE  
MAKING BY A NATIVE MOUNTAINEER  
PRIVATE NO. BEFORE TITLE- 993

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. YES

IMPRINT SAME AS ABOVE

CUSTOMER

PHOTO PROPERTY OF

COLOR DESCRIPTION  
RUG IN THE MAKING HAS DARK BLUE BORDER INSIDE BRIGHT COLORING SUCH  
AS YELLOW, RED, BLUE, GREEN. THIS RUG COLOR IS VERY IMPORTANT AND  
SHOULD BE VERY COLORFUL. RUGS HANGING ON SIDE ARE VARIOUS COLORS ALSO.  
FINISHED RUG IN BACKGR. HAS BRIGHT COLORING ALSO. WHERE NO WORK IS  
SHOWN ON RUG IS LIGHT GRAY BURLAP SACK MATERIAL. FRAME PLAIN WOOD, SO  
IS WALL OF HOUSE. DIRT FLOOR. MAN HAS BLUE OVERALLS TAN SHOES, GREY  
SHIRT. CLOTH ON CHAIR IN FOREGR. IS PURPLE WITH RED BORDER. TOOLS ARE  
WOODEN.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAKEOVER.

Charge to 6-1 Dept.

EST. Makeover Time Required

OPERATION	TIME	Time Recorded in Cost Dept.
RETOUCHING	1/2	JUN 28 1937
PHOTO-LITHO	1	Date
CLIPPING		By <u>RS</u>
ART DEPT.		
ENGRAVING		

#993: Please eliminate entirely the chair that has a  
broken bottom. Instead of purple on rug that appears hanging  
over chair next to man, make it dark red.

Executive OK of Estimate **ESTIMATE** Cost Dept. Checked  
By                      AND WORK SCHEDULE By                       
Date JUN 7 1937 Date JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	158	3	6-8	6-16 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	62		6-17	6-18 SE
ENGRAVING				
HAND COLOR PROOF	1-6	1 1/2		7-1
ARTIST DEPT.	154	10	7-1	7-6

DATE BLUEPRINT OK'D                      DATE JUL 19 1937  
By                      By                       
DATE HAND COLOR PROOF OK'D                      DATE Photo Returned to Customer                       
By                      By



ASHEVILLE POST CARD CO.,  
ASHVILLE, N. C.

NO. 7A-H1747

ORDER NO. 2069

DATE 5-5-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: ~~UPPER~~ LOWER, CENTER - BORDER.

TITLE (IN FULL) HAY STREET LOOKING TOWARDS

OLD MARKET HOUSE AT NIGHT, FAYETTEVILLE,  
N. C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: F-21

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 4 1937 AND WORK SCHEDULE

Date JUN 4 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	2 6	6-16	6-17 SL
PHOTO-LITHO			
BLENDING, STRIPPING, OPAQUING	1 5	6-17	6-18 148
ENGRAVING			
HAND COLOR PROOF	160 1½	6-18	6-18
ARTIST DEPT.	166 9¾	7-6	7-8

JUL 19 1937

DATE BLUEPRINT OK'D DATE PROOF

By By

DATE HAND COLOR PROOF OK'D DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1748

ORDER NO. 2073

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, **FULL FACE**

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) T.V.A. NORRIS DAM AND  
LAKE BY NIGHT, TENNESSEE

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 983

(TITLE IN SKY)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

27489

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

JUN 4 1937

Date

JUN 4 1937

WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	8	3	6-4	6-16
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	66		6-18	6-26
ENGRAVING				
HAND COLOR PROOF	15	1 1/2		
ARTIST DEPT.	52	9 1/2	7/7	7/8

JUL 19 1937

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

8

71



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-HL749

ORDER NO. 2073

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

19

R. M.

YES

TITLE (IN FULL)

(IN SKY) A CURVE ON THE

IMPRINT

SAME AS ABOVE

GEER SCENIC HIGHWAY NEAR CAESAR'S HEAD, BIXKEK

BETWEEN GREENVILLE, S.C. AND BREVARD,

N. C.

PRIVATE NO. B FORE TITLE: 985

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,744,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By JUN 4 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 4 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	12   2	6-16	6-17
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	64   .	6-18	6-18
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	32   9 1/2		

DATE BLUEPRINT OK'D

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

JUL 19 1937

12

57  
71



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1750

ORDER NO. 2073

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

INXSIX (IN SKY): A MOUNTAIN

CABIN HOME AT FOOT OF MOUNT PISGAH,  
HOMINY CREEK SECTION, WESTERN NORTH  
CAROLINA

PRIVATE NO. BEFORE TITLE: 988

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

19

R. M.

NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INST. ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,292,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

JUN 3

1937

ESTIMATE

AND WORK SCHEDULE

By

Date

JUN 3

1937

Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	156	2	June 14	June 14 37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		6-17	6-17 37
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-21	6-21
ARTIST DEPT.	168	9 3/4	7-2	7-8

DATE BLUEPRINT OK'D

By

DATE

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

M

ST.  
60



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 7A-H1751

ORDER NO. 2073

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY): A PEACEFUL

SCENE - SHEEP GRAZING ON A MOUNTAIN PASTURE

PRIVATE NO. B FORE TITLE: 990

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

GREEN PASTURE LAND, SHEEP NATURAL. BILLOWY CLOUD EFFECT. BRING OUT MTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 4 1937 AND WORK SCHEDULE

Date

JUN 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	101	2	6-4	6-16 SE
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	64		6-17	6-17 SE
ENGRAVING				
HAND COLOR PROOF	153	1 1/2		7-10
ARTIST DEPT.	157	9 3/4	7-9	7-10

DATE BLUEPRINT ORD.

DATE ~~Recd.~~ JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Chicago

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N.C.

NO. 7A-H1752

ORDER NO. 2073

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY): WAYAH BALD MOUNTAIN  
RANGE, WESTERN NORTH CAROLINA

PRIVATE NO. BEFORE TITLE: 992

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE OWN JUDGMENT AND NATURAL COLORING. NOTE PLOWED FIELDS IN FOREGROUND.  
CLOUDY SKY EFFECT.

SUBMIT RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 2 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 4 1937

OPERATION	EST. TIME Check No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 2 1937	JUN 2 1937 e
SKETCH			
RETOUCHING	158 2	6-2	6-178
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	6-	6-18	6-18 45
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	52 9 3/4	7/12/37	7/13/37

DATE BLUEPRINT ORD

By

DATE

By

JUL 19 1937

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Very Jerry  
Push



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-HL753

ORDER NO. 2074

DATE 5-5-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: AERIAL VIEW OF MIAMI  
BEACH, FLA.

BOT: SHOWING EVERGLADES CLUB,  
RONEY-PLAZA HOTEL AND CABANAS AND THE  
WOFFORD HOTEL.

PRIVATE NO. BEFORE UPPER TITLE: M-18

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. no

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Cut photo in foreground. Take out the "groins" running out into ocean. Make nice blue-green water and white cap surf. Bldg. in extr. left foreground is the Roney Plaza Hotel, tan stucco with varigated red tile roof. The Cabanas along ocean are orange and blue stripe. Wofford Hotel on extr. right ocean front, is white with green roof. The hotel directly in back across the lake is white with grey trim at corners.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOLOR PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 7 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	5	5	6-8	6-15 SL
PHOTO-LITHO				
BLUEPRINT STRIP 4x5 CAPPING	6		6-10	6-16 4x5
ENGRAVING				
HAND COLOR PROOF	25	12 1/4		12 7/11/37
ARTIST DEPT.	30	12 3/4	7/12	7-15

DATE BLUEPRINT OK'D

DATE By JUN 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST  
63



SATIRSTEIN GREETING CARD COMPANY,  
CLEVELAND-D ETROIT

NO. ~~72X1111~~ 7A-H1754

ORDER NO. 2075

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FORD ROTUNDA, ADMINISTRATION  
BUILDING AND THE RIVER ROUGE PLANT,  
DETROIT, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

2

R. M. YES

PRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: D-26

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

ADM. BLDG. WHITE BRICK BLDG. GREEN TRIM WINDOWS, RED ROOFS. ROTUNDA WHITESTONE  
BLDG., BLUE & WHITE TRIM ON DOORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 2 1937

AND WORK SCHEDULE

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING. TYPE SET UP			JUN 2 1937	JUN 2 1937c
SKETCH				
RETOUCHING	8	3	6-2	6-8 sl.
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	65		6-7	6-8 45.
ENGRAVING				
HAND COLOR PROOF	11 1/2			
ARTIST DEPT.	38	11	6-23	6-24

DATE BLUEPRINT OK'D

DATE Paid JUL 10 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

8

58



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND-DETROIT

NO. 7A-H1755

ORDER NO. 2075

DATE 5-5-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) AIR VIEW, GREENFIELD  
VILLAGE, DETROIT, MICH.

PRIVATE NO. BEFORE TITLE: D-27

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

RED & WHITE BLDG. GRAY SLATE ROOFS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 2 1937  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 2 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937 <sup>c</sup>
SKETCH				
RETOUCHING	14	2	6-2	6-7 <sup>SL</sup>
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	6		6-7	6-8 <sup>SL</sup>
ENGRAVING				
HAND COLOR PROOF	160	13 <sup>4</sup>	6-9	6-9
ARTIST DEPT.	51	12 <sup>1</sup> / <sub>2</sub>	6-22	6-24

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE ~~OK'D~~ <sup>By</sup> *ST*

By

DATE Photo Returned to Customer

## ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*R*

14

ST  
58



FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

NO. 7A-HL756

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) JAPANESE GARDEN IN THE  
BOTANIC GARDEN, BROOKLYN, N. Y.

PRIVATE NO. UPPER LEFT CORNER: 138

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. ~~YES~~ No-Yes

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,792,773

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

JUN 4

1937

AND WORK SCHEDULE

By

Date

JUN 4 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 14 1937	JUN 14 1937
SKETCH			
RETOUCHING	158 2	6-4	6-14 56
PHOTO-LITHO			
BLENDING, STRIPPING, OPAQUING	64	6-15	6-15 15
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	37 9		7-1 56

DATE BLUEPRINT OK'D

DATE ~~Filed~~

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

NO. 7A-H1757

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE BROOKLYN ACADEMY OF  
MUSIC, BROOKLYN, NY Y.

PRIVATE NO. UPPER LEFT CORNER: 139

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~Yes~~ No

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

VERY DARK GRAY BRICK. CANOPIES & FIRE ESCAPE DARK BROWN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_ Date JUN 4 1937

AND WORK SCHEDULE

By \_\_\_\_\_ Date JUN 4 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	14	6	6-4	6-10
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-17	6-17
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-18	6-18
ARTIST DEPT.	52	9 1/2	6-25	6-28

DATE BLUEPRINT OK'D

DATE \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By \_\_\_\_\_

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

NO. 7a-HL758

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **FLOYD BENNETT FIELD,  
BROOKLYN, N. Y.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. NO **YES**

IMPRINT **SAME AS ABOVE**

PRIVATE NO. UPPER LEFT CORNER: 140  
BOT, SMALL TYPE: PHOTO BY RUDY ARNOLD

PHOTO PROPERTY OF **C.T.**

COLOR DESCRIPTION

TAKE OUT NAME "J.J. AIR SERVICE" ON SIDE OF PLANE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

3/59

*[Handwritten signature]*

Executive OK, of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 2 1937

By

Date

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	5	5	6-2	6-17
PHOTO-LITHO				
BLUEPRINT STRIPPING, CMAQUING	6		6-17	6-17
ENGRAVING				
HAND COLOR PROOF	16	1 1/2	6-18	6-18
ARTIST DEPT.	50	9 3/4	25, 6. 37	25, 6. 37

DATE BLUEPRINT OK'D

DATE ~~Red~~

By

By

DATE ~~Photo~~ RETURNED TO CUSTOMER

DATE Photo Returned to Customer

By

ST-58



FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

NO. 7A-HL759

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PRATT INSTITUTE AND PARK,  
BROOKLYN, N. Y.

PRIVATE NO. UPPER LEFT CORNER: 141

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

ALL BLDGS. RED, RED TRIM

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 2 1937

AND WORK SCHEDULE

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	161	3	6-2	6-14 S
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUEING	68			
ENGRAVING				
HAND COLOR PROOF	113	1 1/2		
ARTIST DEPT.	170	9 3/4	6-24	6-28

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ST.  
58



FRANK E. COOPER, 258 BROADWAY  
NEW YORK, N. Y.

NO. 7A-H1760

ORDER NO. 2079

DATE 5-25-1937

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EBBETS FIELD, BROOKLYN, N.Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: 142

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BUILDING IS VERY DARK GRAY. DARK RED BRICK OVER CIRCULAR WINDOWS. GRAY  
ROOF. CANOPY OVER ENTRANCE IS VERY DARK GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

JUN 2 1937

AND WORK SCHEDULE

By

JUN 2 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	3	4	6-2	6-15
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	14		6-15	6-15
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-16	6-16
ARTIST DEPT.	52	9 3/4	6/25/37	6/29/37

DATE DELIVERED

DATE PAID

JUL 12 1937

By

By

DATE PAID

DATE PAID

8:30-9:15  
5:15-6:30



FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

NO. 7A-H1761

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **BOROUGH HALL, BROOKLYN,  
N. Y.**

PRIVATE NO. UPPER LEFT CORNER: 143

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **I** R. M. ~~YES~~ **No**  
IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

BOROUGH HALL IS GRAY OVER ALL WITH GREEN DOME ABOVE CLOCK. MUNICIPAL  
BUILDING (LARGE BLDG. IN BACK) GRAY OVER ALL WITH GREEN ROOF.  
COUNTY COURT HOUSE (SMALL BLDG. ON LEFT) GRAY OVER ALL INCLUDING ROOF.  
TROLLEY CAR IS RED & YELLOW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date **JUN 2 1937**

**ESTIMATE**

AND WORK SCHEDULE

By

Date **JUN 2 1937**

Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>JUN 2 1937</b>	<b>JUN 2 1937 C</b>
SKETCH				
RETOUCHING	<b>2</b>	<b>5</b>	<b>6-2</b>	<b>6-15 SL</b>
PHOTO-LITHO				
BLUEPRINT STEPPING, OPAQUING	<b>65</b>		<b>6-15</b>	<b>6-15 45</b>
ENGRAVING				
HAND COLOR PROOF	<b>160</b>	<b>1 1/2</b>	<b>6-16</b>	<b>6-6</b>
ARTIST DEPT.		<b>9 3/4</b>	<b>6/24</b>	

DATE BLUEPRINT OK'D

DATE ~~Red~~

By

DATE Photo Returned to Customer

**JUL 13 1937**

3-3 1/2  
4-1 1/2



2 Prints

NO. 7A-H1762

FRANK E. COOPER, 258 BROADWAY,  
NEW YORK, N. Y.

ORDER NO. 2079

DATE 5-25-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	UPPER, LOWER, CENTER - BORDER.	FRONT NO.	I R. M. <del>YES</del> No
TITLE (IN FULL)	BROOKLYN MUSEUM, EASTERN PARKWAY, BROOKLYN, N. Y.	IMPRINT	SAME AS ABOVE
PRIVATE NO. UPPER LEFT CORNER: 144			
		PHOTO PROPERTY OF	CT

COLOR DESCRIPTION  
GRAY BLTG. OVER ALL, INCLUDING ROOF AND DOME. THIS IS A POOR PHOTO. MAKE PRINTS OF ATT'D. NEG. AND USE BEST ONE.

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate By Cost Dept. Checked

**ESTIMATE**  
Date JUN 4 1937 AND WORK SCHEDULE Date JUN 4 1937

OPERATION	EST. TIME		DATE ENTERED DUPL.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	3	5	6-4	6-16 SL
PHOTO-LITHO				
ILLUSTRATION			6-7	6-17 RS.
ENGRAVING				
HAND COLOR PROOF		1 1/4		
ARTIST DEPT.	150	9	6/28	6/30

DATE RECEIPT ORD \_\_\_\_\_ DATE PAID \_\_\_\_\_  
DATE HAND COLOR PROOF ORD \_\_\_\_\_ DATE PHOTO RECEIVED TO EXCHANGE \_\_\_\_\_

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1763 ORDER NO. 2089 DATE 5-25-1937

CUSTOMER ALERT ADVERTISING AGENCY,  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROCKETT COURT, GALVESTON, TEXAS

*New title  
see sketch*

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

On the opposite side of the street extending across  
the rear portion of the court, customer has shown  
among the many trees; this should be corrected to  
appear as the street on the left hand side of the

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

DELIVER

Straighten Photo

Transfer — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

All roofs are made from red crushed tile, which is more of a brick color than the red shown  
on sketch. The buildings are constructed of sand color mottled brick. You may use your own  
judgment about shrubbery and court plot, as landscaping has not been completed.

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Best Dept.
RETOUCHING	1	
PHOTO LITHO	1	
COMPOSING		
ART LITHO	1 1/2	
ENGRAVING		

6-24



HERZ POST CARDS, 1565 EBERS STREET,  
SAN DIEGO, CALIF.

NO. 7A-H1764

ORDER NO. 2117

DATE 5-6-1937

12 1/2 M ART COLORTONE POST CARD, WHITE BORD R

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TOP: HIGHWAY ACROSS THE

IMPRINT SAME AS ABOVE

AMERICAN SAHARA

BOT: U.S. HIGHWAY 80 - AS IT IS TODAY  
THE OLD PLANK ROAD - 1925

PRIVATE NO. B FOR TITLE:

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO NO. 112855 AND NEW PHOTO.

*Photo 9B 1122*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,757,774

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By  
Date

JUN 2 1937

AND WORK SCHEDULE

By

Date

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1937	JUN 2 1937
SKETCH			JUN 2 1937	
RETOUCHING	12	2	6-2	6-10 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			6-10	
ENGRAVING				
HAND COLOR PROOF	103	1 1/2		104
ARTIST DEPT.	53	9 3/4	7/12/37	7/14/37

DATE RECEIVED CARD

DATE

By

DATE RECEIVED COLOR PROOF CARD

DATE Photo Returned to Customer

By

MAKEOVER

Charge to *Photo Dept*

EST. Makeover Time Required

	TIME	Time Required in Dept.
RETOUCHING		
PHOTO-LITHO		
ENGRAVING		
ART DEPT.	110	
MAKEOVER		

*Photo Dept*



MINISKY BROS. & CO.,  
PITTSBURGH, PA.

NO. 7A-H1765

ORDER NO. 2116

DATE 5-6-1937

6 M ART COLORTONE POST C RDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) 27. LOURDES LA GROTTE ET  
LA BASILIQUE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT A LA CROIX DE JERUSALEM

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT COMPLETE BLUEPRINT PROOF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive Order Form

## ESTIMATE

Cost Dept. Checked

By

JUN 2 1937

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937 C
SKETCH				
RETOUCHING	158	4	6-2	6-95
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	64		6-9-1	6-10-1
ENGRAVING				
HAND COLOR PROOF		1 1/2		11/10/37
ARTIST DEPT.		9 1/2		

DATE OF ORDER ORD

By

DATE ~~Ord~~

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

CUSTOMER	DIAL No. <input checked="" type="checkbox"/> 7A-H1766	ORDER NO. 2131	DATE 5-26-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER J.J.MC CAULEY & SON, UHRICHSVILLE, OHIO					
	6 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE, FULL FACE					
	PLACE OF TITLE: Upper, Lower, Center—Border — <input checked="" type="checkbox"/> Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full ONE OF THE MOST SANITARY CIGAR FACTORIES IN THE STATE (ETC. AS PER SKETCH)					
PHOTO PROPERTY OF C. T. & CO.	RETOUCHING DEPARTMENT <input checked="" type="checkbox"/> Submit — <input type="checkbox"/> Sketch — <input type="checkbox"/> Layout — <input type="checkbox"/> Retouched Photo — <input type="checkbox"/> Wash Drawing Follow Layout		PHOTO LITHO Rephoto			
	SEE SKETCH ATTACHED.		NEG. NO.			
	we are going to use 5A H 2451 Boy by St.		Photograph each - Size 5x7 - 8x10 - 10x12 Prints each from _____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER _____ Straighten Photo			
	COLOR DESCRIPTION		Negative — Line — Halftone — Combination. Screen 120 Dry — Wet — Pancromatic — Color Separation. Screen 133 Transfer — Paper Process — New Process. Screen 150 Stripping — White Border — Full Face. Screen 175 Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.			
RETURN PHOTO	YES	NO	PHOTO USED FOR			

## MAKEOVER

Charge to Adm Dept.

EST. Makeover Time Required

RETOUCHING	2	Time Recorded in Dept.
PHOTO-LITHO	1	Date JUN 22 1937
COMPOSING		By
ART DEPT. HC	3/4	
ENGRAVING		

6-28



DESERT BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-H1767

ORDER NO. 2418

DATE 6-11-1937

12½ M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE LATTER-DAY SAINTS

XX CHURCH OFFICE BUILDING, SALT LAKE  
CITY, UTAH

PRIVATE NO. BEFORE TITLE: 969

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
TAKE BY FLAG POLE, WIRES, STOP SIGN, MAN & POST. USE MORE CONTRASTING OF TWO  
PHOTOS. NO. 9254 IS SENT SO THAT YOU CAN SEE HOW THE FRONT STEPS ARE BUILT. TAKE  
OUT SOME OUT-OF-DATE AUTOS AND SHOW THE STEPS. BLDG. GRAY GRANITE. WINDOW FRAMES  
VERY DARK BRONZE. BLDG. AT REAR ON LEFT VERY DARK RED. BLDG. AT RIGHT VERY LIGHT  
CREAM. ROOF IVORY. WINDOW FRAMES WHITE. LAWNS GREEN. WALKS GRAY. ROAD BLACK.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Estimate of Estimate

**ESTIMATE**

Cost Dept. Checked

By

JUN 15 1937

AND WORK SCHEDULE

By

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETION
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	17	5	6-16	6-22-37
PHOTO-LITHO				
BLU. PRINT STRIKING, CRAWLING	62		6-23	6-24-37
ENGRAVING				
HAND COLOR PROOF	1	1½		
EST. DEPT.	164	83	July 19	

DATE BLUEPRINT OK'D

DATE

JUL 24 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



31

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

5x7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1768 ORDER NO. 2139 DATE 6-4-1937

CUSTOMER AMERICAN STOCK GEAR CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ACCURATE GEARS (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout  
SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto  
NEG. NO.    
\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER \_\_\_\_\_ Straighten Photo  
Negative — Line — Halftone — Combination. Screen { 120  
Dry — Wet — Pancromatic — Color Separation. { 133  
Transfer — Paper Process — New Process. { 150  
Stripping — White Border — Full Face. { 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

*make DK. Blue impression*  
*Very Very Dark*

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

*Lays 2*  
*Pet 2*  
*4 C 1 1/2*  
*L. Art 9*

*Pr*



EHLER'S NEWS CO.,  
BIRMINGHAM, ALA.

NO. ~~7-1762~~ 7AHL769  
ORDER NO. 2143

DATE 5-27-1937

12<sup>1</sup>/<sub>4</sub> M ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGHWAY AT BIRMINGHAM,  
ALA. GOING SOUTH OVER RED MOUNTAIN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

R. M.

IMPRINT

Same as above

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

TAKE OFF WIRES, BILL BOARD, AND IF POSSIBLE SOME OF THE BRANCHES  
AROUND THE TOP OF THE STATUE.

HAVE A FEW ROSES TRAILING DOWN OVER THE CONCRETE WALL  
TO RELIEVE THE BARENESS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OR of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 7 1937

AND WORK SCHEDULE

JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	12	3	6-8	6-12 SC.
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	14		6-12	6-12 H.
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		14
ARTIST DEPT.	37	9	6-11-37	6-14-37 Jth

DATE ESTIMATE MADE

DATE MADE

By

By

DATE HAND COLOR PROOF SENT

DATE Photo Returned to Customer

By

By

8  
12

63



EHLER'S NEWS CO.,  
BIRMINGHAM, ALA.

NO. 7A-HL770

ORDER NO. 2143

DATE 5-27-1937

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

VULCAN, ON RED MOUNTAIN, BIRMINGHAM, ALA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

THE WHOLE STATUE IS A SILVER COLOR-

PUT RAILING AROUND THE BALCONY AS ON ARCHITECTS DRAWING.  
FIX UP THE BOTTOM ACCORDINGLY AND TAKE OFF THE SCAFFOLDING  
AND SHED. MIGHT ALSO BE BEST TO TAKE OFF THE TREE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

JUN 2 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	12	2	6-2	6-17
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	6		6-12	6-14
ENGRAVING				
HAND COLOR PROOF	16	1 1/4	6-15	6-15
ARTIST DEPT.		8 1/2		

DATE BLUEPRINT ORD.

DATE Filed

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

By

## MAKEOVER

Charge to L Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept. Date
RETOUCHING	1/2	
PHOTO-LITHO		JUN 21 1937
COMPOSING		
ART DEPT.		
ENGRAVING		

6-17-21

58



31

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

## ADV. ORDER

31 CUSTOMER — C. T. & CO. — PHOTO PROPERTY OF C. T. & CO. — NO YES RETURN PHOTO	DIAL NO. <b>7A-H1771</b> ORDER NO. <b>2179</b> DATE <b>5-27-1937</b>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	PHOTO RETURNED  TO  PHOTO USED FOR	
	CUSTOMER <b>HOTEL LENOX BUFFALO, N. Y.</b>	12½ M PC SIZE <b>3½ x 5½</b> STYLE <b>ART COLORTONE, WHITE BORDER</b>				
	PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <b>HOTEL LENOX, -140 NORTH STREET, NEAR DELAWARE AVE., BUFFALO, N. Y.</b>	FRONT NO. <b>5</b> (All of this on address side) R. M. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <input checked="" type="checkbox"/> C. T. Imprint <input type="checkbox"/> No Imprint				
	RETOUCHING DEPARTMENT <input checked="" type="checkbox"/> Submit <input type="checkbox"/> Sketch — <input type="checkbox"/> Layout — <input type="checkbox"/> Retouched Photo — <input type="checkbox"/> Wash Drawing Follow Layout <b>PUT IN THREE MODERN CARS. LEAVE OFF FLAG AND BANNER AT TOP.</b> <b>HAVE ONE OF THE AUTOS IN FRONT OF RIGHT SIDE OF ENTRANCE AND ANOTHER AT LEFT OF ENTRANCE, INSTEAD OF IN FRONT OF ENTRANCE AS ATTACHED PHOTO SHOWS. HAVE THE OTHER AUTO GOING IN THE OPPOSITE DIRECTION FROM THE FIRST TWO CARDS.</b>	PHOTO LITHO Rephoto <input checked="" type="checkbox"/> Photograph each - Size 5x7 - 8x10 - 10x12 <input type="checkbox"/> Prints each from _____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER _____ Straighten Photo Negative — Line — Halftone — Combination. <input type="checkbox"/> 120 Dry — Wet — Pancromatic — Color Separation. <input type="checkbox"/> 133 Transfer — Paper Process — New Process. <input type="checkbox"/> 150 Stripping — White Border — Full Face. <input type="checkbox"/> 175 <input type="checkbox"/> Blue Print <input type="checkbox"/> Handcolor <input type="checkbox"/> Black & White Proof. Titles—Red, Blue.				
COLOR DESCRIPTION  COLOR SIMILAR TO LIGHT PARTS OF 5A-H288 ATTACHED.						

Ret 6 1/2  
H-C 14 1/2  
La 10

1937



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1772 ORDER NO. 2186

DATE 5-27-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SNAP-ON TOOLS, INC.,  
KENOSHA, WIS.

6 M PC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full. KEEP BODY PROFITS IN YOUR SHOP  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Large photo

VERY VERY RUSH

PHOTO RETURNED

TO

PHOTO USED FOR

Rephoto 5x7

Ret. 5 1/2

H.C. 1 3/4

L.A. 10 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. **7A-H1773** ORDER NO. **2186** DATE **5-27-1937**

CUSTOMER **SNAP-ON TOOLS, INC.,**  
**KENOSHA, WIS.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**6** M PC GROUP (2) SIZE **3½ x 5½**

STYLE **ART COLORTONE, FULL FACE**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **(AS PER COPY)**

FRONT NO. **5**

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

**SEE LAYOUT ATTACHED.**

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

**VERY VERY RUSH**

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout* 1 1/2  
*Ret.* 1  
*H.C.* 1 3/4  
*L.A.* 10



LYNN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N. J.

NO. 7A-H1774

ORDER NO. 2176

DATE 5-28-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) <sup>LEFT</sup> EIGHTH AND MARKET STREETS,  
PHILADELPHIA, PA. ~~STRAWBRIDGE AND CLOTHIER, LIT BROTHERS~~  
~~AND CLOTHIER, LIT BROTHERS~~ <sup>STORE</sup>

PRIVATE NO. BEFORE TITLE: 101

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES No

IMPRINT SAME AS ABOVE

MAKE AN EXTRA BLUEPRINT WITH IMPRINT:

DRUG-OPTUS DRUG STORES -  
PHILADELPHIA.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

LIGHT STONE BLDG. ALL OVER. BRONZE GRILL AROUND FIRST FLOOR. GREEN AWNINGS WITH  
NARROW ORANGE STRIPE, TAN GRAY SASH, WINDOW FRAMES & ENTRANCE. BRONZE DOORS.  
REMOVE LETTERING "LIT" ON ROOF ON LOWER RIGHT. BLOCK OUT ROOF IN FOREGROUND  
CENTER. SHOW STREAMLINE AUTOS ONLY. SHOW FLAGS ON POLES ON RIGHT & LEFT LOWER  
CENTER. STREET CAR IS DARK GREEN, CREAM TRIM. REMOVE BLURRED PEOPLE ON SIDEWALK.  
BLDG. ON RIGHT EDGE TAN GRAY. BLDG. ON LEFT EDGE BROWN BRICK & BROWN SASH.

*Do not show any more of the other bldgs than necessary*  
SUBMIT: RET. PHOTO B/L & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 2 1937  
Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 2 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	2	6	6-2	6-18
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-1	6-18
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-22	6-22
ARTIST DEPT.		9 1/2	7-7	7-10

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE ~~OK'D~~ JUL 19 1937

By AK

DATE Photo Returned to Customer \_\_\_\_\_

ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



LYNN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N. J.

NO. 7A-HL775

ORDER NO. 2176

DATE 5-28-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNITED STATES CUSTOM HOUSE,  
PHILADELPHIA, PA.

PRIVATE NO. BEFORE TITLE: 132

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

MAKE AN EXTRA BLUMP INT WITH IMPRINT:  
DRUGCO-OPTUS DRUG STORES - PHILADELPHIA

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_  
Date JUN 2 1937 AND WORK SCHEDULE

By \_\_\_\_\_  
Date JUN 2 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 2 1937	JUN 2 1937
SKETCH			
RETOUCHING	2-7	6-2	6-17 SE
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	68	6-17	6-18 148
ENGRAVING			
HAND COLOR PROOF	160 1/2	6-22	6-22 M1
ARTIST DEPT.	150 9:4	7-6	7/8

1. DATE BLUEPRINT OK'D \_\_\_\_\_

DATE ~~MADE~~ JUL 19 1937

2. By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ATTENTION!

2 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

58



LYNN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N. J.

NO. 7A-H1776

ORDER NO. 2176

DATE 5-28-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BETSY ROSS HOUSE, 239

ARCH STREET, PHILADELPHIA, PA.

PRIVATE NO. BEFORE TITLE: 193

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

MAKE AN XTRA BLUEPRINT WITH IMPRINT:

DRUGCO-OPTUS DRUG STORES 3 PHILADELPHIA

PHOTO PROPERTY OF RYANMER CT

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By Date JUN 3 1937 AND WORK SCHEDULE

By Date JUN 3 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING		4		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-4	6-4
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	37	9	6-11-37	6-12-37

DATE BLUEPRINT OK'D. DATE Pfd.

By By

DATE HAND COLOR PROOF OK'D. DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very much must have to do with*  
*6-4-37*



13

LYNN H. BOYER, PHILADELPHIA, PA.  
AND WILDWOOD, N. J.

NO. 7A-H1777

ORDER NO. 2176

DATE 5-28-1937

25 MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM PHILADELPHIA, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. No

IMPRINT SAME AS ABOVE

MAKE AN EXTRA BLUEPRINT WITH IMPRINT:  
DRUGCO-OPTUS DRUG STORES - PHILADELPHIA

PRIVATE NO. UPPER LEFT CORNER: 149

SMALL TYPE: (C) C.T. & CO., CHICAGO

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

INCLUDE AS MANY HISTORICAL SUBJECTS AS POSSIBLE: INDEPENDENCE HALL, CARP N'ERS' HALL, CHRIST'S CHURCH, WM. PENN STATUE, WM. PENN HOUSE, CITY HALL, DEL. RIVER BRIDGE, ART MUSEUM, POST OFFICE & R.R. STATION, PARKWAY, & PARK VIEWS.

LIBERTY BELL WITH NEW BETSY ROSS HOUSE INSERT TO BE IN LOWER RIGHT CORNER OF CARD  
USE SAME BLUE BACKGROUND AND "GREETINGS FROM PHILADELPHIA" WITH KEYSTONE AS ON 7A-H270.  
HALF OF BACKGROUND GOLD COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 15 1937

JUN 15 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH		11		
RETOUCHING	17	7	6-16	6-26
PHOTO-LITHO				
BLUEPRINT	64		6-26	6-28
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF				
ARTIST REPT.	34	18	7-7-37	7-8-37 F.W.

DATE BLUEPRINT OK'D

DATE PAID

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

by

17  
13



C.W.HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 7A-HL778

ORDER NO. 2193

DATE 5-29-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOUNT ASSUMPTION INSTITUTE,  
PLATTSBURG, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT  
SAME AS ABOVE

PRIVATE NO. 2" FROM RIGHT EDGE IN  
UPPER BORDER: 15

6BH2055  
PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DARK BROWN, PRESSED BRICK, CONCRETE TRIM. BETTER WORK IN A LITTLE LIGHT FOLIAGE  
ON TREES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

JUN 7 1937

AND WORK SCHEDULE

By

Date

JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	14	5	6-8	6-10 88
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-11	6-12 45
ENGRAVING				
HAND COLOR PROOF	160	1½	6-15	6-16
ARTIST DEPT.	47	9½	6/22/37	6/25/37

JUL 15 1937

DATE BLUEPRINT ORD

DATE Recd

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

14

63



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 7A-H1779

ORDER NO. 2193

DATE 5-29-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.  
TITLE (IN FULL) **CHAMPLAIN VALLEY HOSPITAL,  
PLATTSBURG, N. Y.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT No. **I** R. M. NO  
IMPRINT **SAME AS ABOVE**

PRIVATE NO. 3" FROM RIGHT EDGE IN  
UPPER BORDER: 16

6B#2055

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

THIS IS A LIGHT TAN PRESSED BRICK WITH STONE TRIMMING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

Date

JUN 7 1937

AND WORK SCHEDULE

JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	14	5	6-8	6-12 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-12	6-14 18
ENGRAVING				
HAND COLOR PROOF	16	1 1/4	6-15	6-15
ARTIST DEPT.	30	8 3/4		6-25-7 Pth

DATE BLUEPRINT OR'D

DATE Fed

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By

14  
17

57  
63



C. W. HUGHES & CO., INC.,  
MECHANICVILLE, N. Y.

NO. 7A-H1780

ORDER NO. 2193

DATE 5-29-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) CUMBERLAND HOTEL,  
PLATTSBURG, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. ¾" FROM RIGHT EDGE IN  
UPPER BORDER: 17

6BH2055

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BUILDING IS WHITE, AWNINGS GREEN AND WHITE, SIGN WHITE LETTERS ON BLACK  
BACKGROUND, PORTICO AND POSTS ARE GREEN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Photo to Cumberland Hotel  
4/7/47  
215

Executive OK of Estimate

By JUN 10 1937  
Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 10 1937  
Date

OPERATION	EST. TIME C. A. N.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 10 1936	JUN 10 1936
SKETCH			
RETOUCHING	10 6	6-10	6-14 8
PHOTO-LITHO			
BLUEPRINT STUDYING, OPAQUING	68	6-15	6-15 15
ENGRAVING			
HAND COLOR PROOF	160 1½	6-15	6-15
ARTIST DEPT.	30 9		6-21-7 B.H.

JUL 19 1937

DATE PLACED ON ORDER

DATE FILED

By

By

DATE HAND COLOR PROOF ON

DATE Photo Returned to Customer

Rush  
on street  
20-day



KAUFMANN'S,  
GRAND ISLAND, NEB.

NO. 7A-H1782

ORDER NO. 2196

DATE 6-7-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **MEMORIAL PARK, GRAND  
ISLAND, NEB.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **1** R. M. **NO**

IMPRINT **NONE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

GET THE "WILLOW TREE" EFFECT AS ON CARD ATTACHED. PUT FLOWERS ON SMALL  
BUSHES IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 10 1937

Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date JUN 10 1937

OPERATION	LST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1936	JUN 11 1936
SKETCH				
RETOUCHING	156	2	6-15	8 Se
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	60		21	6-21 28.
ENGRAVING				
HAND COLOR PROOF	169	160	6-25	6-25
ARTIST DEPT.	153	9	7-7-37	JUL 7 1937

DATE BLUEPRINT OK'D

DATE Printed

By JN

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

**MAKEOVER**

Charge to P.L. Dept.

LST. Makeover Time Required

	TIME	Time Recorded In <u>Grand Dept.</u>
RETOUCHING		
PHOTO-LITHO		JUL 2 1937
COMPOSING		
ART DEPT. HC	1 1/2	

*Long*

ST  
17



MADE FOR  
~~XXXXX~~ F.H.LESLIE, LIMITED,  
NIAGARA FALLS, CANADA, MADE IN U.S.A.

NO. 7A-HL783

ORDER NO. 2199

DATE 5-29-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER GROUP (2)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) WHIRLPOOL RAPIDS, NIAGARA  
FALLS, CANADA

TITLE UNDER BUILDING: ELEVATOR ENTRANCE PUT IN STAMP SPACE :PLACE STAMP HERE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

PUT PHOTO OF BLDG. IN A CIRCLE OR OVAL EITHER IN CENTER FOREGROUND OR IN LEFT HAND CORNER. BRING OUT THE GIANT WAVE WHICH CAN BE SEEN ONLY FROM THE GORGE. EXTEND THE FLAG POLE IN FRONT OF BUILDING A LITTLE MORE AND ~~XXXX~~ PUT THE UNION JACK ON IT. THE POLE & FLAG TO EXTEND ABOVE CIRCLE. DOORS AND WINDOWS HAS A SORT OF BROWN EFFECT, AS HAS THE OTHER TRIM AROUND THE EAVES. STONE IS GRAY LIMESTONE WITH OCCASIONAL PATCHES OF RUST. ROOF IS A MOTTLED EFFECT OF GREEN, GRAY & BROWN.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS ① PAT. NO. 1,292,776

Executive Order

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 10 1937

AND WORK SCHEDULE

JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1936	JUN 10 1936
SKETCH				
RETOUCHING	12	4 1/2	6-10	6-18
PHOTO LITHO				
BLUE PRINT			6-8	6-14
STRIKING & OPAQUING				
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST REPLY	151	9 3/4	7-12	JUL 19 1937

DATE RECEIVED ORD.

DATE REC'D

DATE Photo Returned to Customer



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-HL784

ORDER NO. 2200

DATE 5-29-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE LEFT UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) TOP: WATER SPORTS AT THE  
MIAMI BILTMORE POOL, CORAL GABLES, FLA.  
BOT: CAPT. OTT CATCHING A MERMAID  
PRIVATE NO. B. FORE UPPER TITLE: M-22

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE CARDS ATTACHED FOR COLORING OF BLDG. 2A-H1071 FOR GOOD COLORINT OF BUILDING,  
BUT THE KROPP CARD SHOWS THE STONE TRIM VERY WELL. MAKE NICE ATER, BUT NOT TOO  
INTENSE BLUE. NICE CLOUD EFFECT AS IN 2A-H1071. BRING OUT CROWD NICELY

*Band - scarlet jackets & white trousers*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE  
By 80 Date JUN 8 1937  
By 80 Date JUN 9 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	158	5	6-8	6-18-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	62		6-18	6-18-37
ENGRAVING				
HAND COLOR PROOF		1 1/2		17-19-37
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE JUL 22 1937

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_



SEAWALL SPECIALTY CO.,  
HOUSTON AND GALVESTON, TEXAS

NO. 7A-H1785

ORDER NO. 2224

DATE 6-1-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ENTRANCE TO HERMANN PARK,  
SHOWING SAM HOUSTON MONUMENT, HOUSTON,  
TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO USED ON BACK OF COVER NO. D-4430

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 8 1937

AND WORK SCHEDULE

Date

JUN 8 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 9 1937
SKETCH				
RETOUCHING	12	1/2	6-8	6-10 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		6-11	6-22 SL
ENGRAVING				
HAND COLOR PROOF	163	1/2		14
ARTIST DEPT.	154	12	6-28	6-29

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



SEAWALL SPECIALTY CO.,  
HOUSTON AND GALVESTON, TEXAS

NO. 7A-H1786

ORDER NO. 2217

DATE 6-2-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLEANDERS IN BLOOM,  
GALVESTON, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR LIKE 6A-H2905.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

Date

JUN 8 1937

AND WORK SCHEDULE

By

Date

JUN 8 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	5	2	6-8	6-14 SK
PHOTO-LITHO				
BLUEPRINT	68		6-14	6-15 1st
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF		1½		15
ARTIST DEPT.	153	9	6-24	6-28

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ST-63



SEAWALL SPECIALTY CO.,  
HOUSTON AND GALVESTON, TEXAS

NO. 7A-H1787

ORDER No. 2217

DATE 6-1-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) UNITED STATES POST OFFICE,  
HOUSTON, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

684451  
PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SHOW ONLY THE P.O. BLDG. TAKE OUT ALL OTHER BLDGS. ABOVE LINE AS MARKED ON  
BACK OF PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

JUN 7 1937

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Checked

JUN 7 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 8 1937	JUN 8 1937
SKETCH			
RETOUCHING	2 5	6-5	6-12 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	14	6-12	6-12
ENGRAVING			
HAND COLOR PROOF	160 1½	6-15	6-15
ARTIST DEPT.	170 9¾	6-21-37	6-22-37

JUL 19 1937

DATE BLUEPRINT OK'D

DATE Hand

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-H2788

ORDER NO. 2224

DATE 6-1-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: "BIG GAME FISHING IN  
FLORIDA" - A FIGHTING SILVER MARLIN OF  
THE GULF STREAM

BOTH: PLenty OF "REEL" ACTION OFF FORT  
LAUDERDALE.

SMALL TYPE: CAP'T. JAMES VRIELAND, JR.  
PRIVATE NO. BEFORE UPPER TITLE: FL-19  
COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

SEE INSTRUCTIONS & SKETCH ATTACHED.

*Photo to Mr. Kypner  
5/28/40*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

1 Pair

ESTIMATE

Cost Dept. Checked

By JUN 8 1937 AND WORK SCHEDULE

By JUN 8 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	14	3	6-8	6-18 86
PHOTO-LITHO				
BLUEPRINT STRIKING OPAQUING	15		6-18	6-18 86
ENGRAVING				
HAND COLOR PROOF		1 1/2		6-18 86
ARTIST DEPT.		9		

JUL 22 1937

DATE BLUEPRINT OK'D

DATE Paid

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

63



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1789

ORDER NO. 2231

DATE 6-1-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COURT OF THE PRESIDENTS

LOOKING TOWARD THE AQUACADE, GREAT LAKES  
EXPOSITION, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE: GL-125

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,779

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By JUN 2 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By JUN 2 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937
SKETCH				
RETOUCHING	5	7	6-2	6-8
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		1-8	1-8
ENGRAVING		1 1/2		
HAND COLOR PROOF		1 1/2	6-10	6-14
ARTIST DEPT.	15			

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE FILED JUL 19 1937

By

DATE Photo Returned to Customer

on Fold

58



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1790

ORDER NO. 2231

DATE 6-1-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) WINTERLAND AT NIGHT, GREAT  
LAKES EXPOSITION, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE: GL-126

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE THIS VIEW INTO A NIGHT VIEW. SHOW THE ILLUMINATION ON THE BUILDING  
SIMILAR TO 7A-H1210. SHOW AURORA BOREALIS IN THE SKY

CUT AT BOTTOM AS MARKED ON BACK OF PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By [Signature]  
Date JUN 2 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937 C
SKETCH				
RETOUCHING	3	7	6-2	6-7 SL
PHOTO-LITHO				
BL. PRINT STRIKING, OPAQUING	6		6-7	6-7 SL
ENGRAVING				
HAND COLOR PROOF		1 1/2		6-7 SL
ART. DEPT.	38	9 3/4	6-11	6-14

DATE ESTIMATE OK'D

DATE Recd. JUL 19 1937

DATE WHEN PHOTO DELIVERED

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.







SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1792

ORDER NO. 2231

DATE 6-1-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ~~XXXXXXXXXX~~ RADIOLAND,

GREAT LAKES EXPOSITION, CLEVELAND,  
OHIO

PRIVATE NO. BEFORE TITLE: GL-128

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE INTO A NIGHT VIEW. ILLUMINATE THE ENTIRE BANDSHELL. FOR SHIRWIN-WILLIAMS  
RADIOLAND SIGN IN THE BACK, SHOW IN NEON RED. THE CYCLES IN THE BACK OF THE  
SHELL ARE ILLUMINATED IN DIFFERENT PASTEL SHADES. THE OUTSIDE OF THE BAND-  
SHELL AND THE TWO FIGURES OF THE LADIES ARE ILLUMINATED IN WHITE. IN THE BACK  
OF THE SHELL, WHERE THE FLAGS ARE, SHOW THE AURORA BOREALIS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date JUN 3 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 3 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	10	7	6-4	6-8
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	64		6-1	6-8
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	127	9 3/4	6-	6/14-37

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

By

DATE PROOF

By

DATE Photo Returned to Customer

10-6

14-1

65  
60



SAFIRSTSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1793

ORDER NO. 2231

DATE 6-1-1937

25 M ART COLORTONE POST CARDS; WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 2	R. M.	YES
TITLE (IN FULL) BILLY ROSE'S AQUACADE AT NIGHT, GREAT LAKES EXPOSITION, CLEVELAND, OHIO	IMPRINT SAME AS ABOVE		
PRIVATE NO. BEFORE TITLE: GL-129			
	PHOTO PROPERTY OF	CUSTOMER	

COLOR DESCRIPTION  
MAKE NIGHT VIEW. MAKE THIS VIEW SIMILAR TO NIGHT VIEW PHOTO ATTACHED. SHOW THE  
AURORA BOREALIS IN THE BACKGROUND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. PAT. NO. 1,759,779

## ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate By [Signature] Cost Dept. Checked By [Signature]

Date JUN 2 1937 AND WORK SCHEDULE Date JUN 2 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937 C
SKETCH				
RETOUCHING	16	8	6-2	6-7 SK
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-7	6-8 SK
ENGRAVING				
HAND COLOR PROOF	113	1 1/2		8-1-37
ARTIST DEPT.	34	10	6-10-37	6-14-37 F.W.

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE REC'D JUL 19 1937

By \_\_\_\_\_ By JS

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-M794

ORDER NO. 2231

DATE 6-1-1937

25 MART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **ILLUMINATED PYLONS AT THE  
ENTRANCE TO THE GREAT LAKES EXPOSITION,  
CLEVELAND, OHIO**

PRIVATE NO. BEFORE TITLE: GL-130

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. **YES**

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

THESE PYLONS ARE ILLUMINATED IN PASTEL AIRBRUSH ORANGE SHADE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,375

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By [Signature]  
Date **JUN 2 1937**

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. / Checked

By [Signature]  
Date **JUN 2 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 2 1937	JUN 2 1937 C
SKETCH				
RETOUCHING	8	7	6-2	6-7 8
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-7	6-8 45
ENGRAVING				
HAND COLOR PROOF	153	1 1/2		
ARTIST DEPT.		6-10		6-14

DATE BLUEPRINT OK'D

DATE **JUL 19 1937**

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1795

ORDER NO. 2231

DATE 6-1-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VARIED INDUSTRIES BUILDING

AND ILLUMINATED PYLONS, GREAT LAKES  
EXPOSITION, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE: GL-131

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SHOW THE AURORA BOREALIS IN THE BACKGROUND. MAKE THE COLORS IN DIFFERENT  
PASTEL SHADES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

JUN 3 1937

AND WORK SCHEDULE

By

Date

JUN 3 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1937	JUN 4 1937
SKETCH				
RETOUCHING	14	7	6-4	6-7 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-7	6-7 45
ENGRAVING				
HAND COLOR PROOF	162	1 1/2		
ARTIST DEPT.	154	9 3/4	6-10	6-14

JUL 15 1937

DATE BLUEPRINT OK'D

By

DATE FILED

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Rush*

560



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL NO. **7A-H1796**  
~~XXXXXXXXXX~~ ORDER NO. **2242** DATE **6-2-1937**

CUSTOMER **UNDERWOOD ELLIOTT FISHER CO.,  
NEW YORK, N. Y.**

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

**50 M FC** SIZE **3 1/2 x 5 1/2**

STYLE **ART COLORTONE, WHITE BORDER**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **TOP: GIANT UNDERWOOD TYPEWRITER,  
UNDERWOOD ELLIOTT FISHER EXHIBIT**

**BOT: 2307 BOARDWALK, AUDITORIUM BUILDING,  
ATLANTIC CITY, N. J.**

FRONT NO. **5** (All of this on address side)  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. **120**  
Dry — Wet — Pancromatic — Color Separation. **133**  
Transfer — Paper Process — New Process. **150**  
Stripping — White Border — Full Face. **175**  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

The colortones of the background should be the same as on **5A-H752** with the exception that this new card will not have the panels on sides to fill out. Tone of typewriter is to be that bluish black, but the blue tint in the reflections and highlights should not be quite so pronounced a blue. Subdue it somewhat, deaden it ~~thru~~ through the use of black or the very dark shade of blue. Use good judgment in coloring of girls' dresses so they will harmonize with rest of background colors and yet not detract too much from the typewriter itself. The dress of girl on left might be same as that of girl on **5A-H752**; or the shade of green as in girl's dress on **5A-H58** if you believe this will harmonize with rest of color idea. Color of dress of girl on right might be a 23 or a 7 or that reddish effect in the back of Orphan Kitten on Silly Symphony Card Attached. The platform base and rug on **5A-H752** are satisfactory.

PHOTO RETURNED

TO

PHOTO USED FOR

NO  
YES  
RETURN PHOTO



WOODCOCK MANUFACTURING CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 72-H1797

ORDER NO. 1753

DATE 6-2-1937

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

1

R. M. YES NO

TITLE (IN FULL)

IMPRINT

WOODCOCK MFG. CO., HOT SPRINGS  
NATIONAL PARK, ARK.

OUCH, OH GEE WHAT PAIN -----

HOT SPRINGS NATIONAL PARK, ARKANSAS

BOT-AFTER TAKING 21 BATHS - FEEL LIKE 21 AGAIN

PHOTO PROPERTY OF

CUSTOMER

SMALL TYPE - (C) C.T. & Co. (S) 10

COLOR DESCRIPTION *Prerule no. lower left 151*

SEE SKETCH ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By

JUN 7 1937

# ESTIMATE AND WORK SCHEDULE

Cons. Dept. Checked

By

JUN 7 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 8 1937	JUN 8 1937
SKETCH				
RETOUCHING	1	7	6-8	6-11
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-11	6-24
ENGRAVING				
HAND COLOR PROOF				
RETS. Photo	154	12 1/2	6-15	6-16

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE PHOTO RECEIVED BY CUSTOMER

ST.  
63



DISTRIBUTED BY DAKOTA NEWS AGENCY,

SIoux FALLS, S. D.

NO. 7A-HL798

ORDER NO. 1765

DATE 6-2-1937

12 1/2 MART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CITY HALL, SIOUX FALLS, S. D.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

CG. GREY STONE BUILDING, LIGHT STONE TRIM. BASE AND DOORS, BLACK AND PINKISH MARBLE.

CUT OFF AS MARKED. PUT ON FLAGS.

REMOVE ALL CARS N LEFT SIDE OF BUILDING. CARS ON RIGHT SIDE ARE O.K.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,375

Executive OK of Estimate

JUN 8 1937

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 9 1937

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
CO. DRESSING, TYPE SET UP		JUN 8 1937	JUN 8 1937
ETCH			
RETOUCHING	158 5	6-8	6-15 St
PHOTO-LITHO			
STAMPING, OPAQUING	6	6	6-6 St
ENGRAVING			
HAND COLOR PROOF	169 160 1 1/2	6-17	6-17
ARTIST EPT	62 9 1/2	7/1/37	7/6/37

DATE BLUE PRINT ORD

DATE

7/31/37

DATE

By

DATE Photo Returned to Customer

## MAKEOVER

Charge to

Ret

Dept.

EST. Makeover Time Required

OPERATION	TIME	Time Recorded in Cost Dept.
RETOUCHING	1	JUN 6 1937
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

157 1420

M 8

OK 7-7



J. P. WALMER  
HARRISBURG, PA.

NO. 7A-H1799

ORDER NO. 2257

DATE 6-2-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) LOOKING EAST FROM SCRUB RIDGE SUMMIT ON LINCOLN HIGHWAY  
BETWEEN EVERETT AND MC CONNELLSBURG, PA.

IMPRESS PENNSYLVANIA BEAUTY VIEWS,  
WALMER, BOX 224, HARRISBURG, PA.

(IN SKY TITLES AS MARKED ON TISSUE)

IN PLATE: A PENNSYLVANIA BEAUTY VIEW

(IN EITHER OF LOWER CORNERS, IN WHITE OR  
JUST SO IT CAN BE READ)

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE FOR LOCATIONS OF HIGHWAYS, WHICH NEED NOT APPEAR PROMINENT, JUST SO  
THEY CAN BE TRACED. MOST OF THESE HIGHWAYS ARE HIDDEN BY TREES ANYWAYS, AND  
CUSTOMER WANTS JUST ENOUGH ART WORK SO THEY CAN BE TRACED. THE TWO ROADS CON-  
VERGE AT THE BOTTOM AND, AS ONE, THEY DISAPPEAR BEHIND THE LOWER RIDGE. ROADS  
ARE BLACKOUT DIRT AT SIDES IS BROWNISH YELLOW. USE AS MUCH FOREGROUND & SKY  
AS WILL GIVE GOOD BALANCE, TAKING INTO ACCOUNT THE LETTERING IN SKY SHOULD NOT  
BE CROWDED. FOR GROUND FIELDS AND TREES TO APPEAR IN WIDEST RANGE OF BRIGHT &  
DARK GREENS, YELLOWS AND BROWNS TO BREAK FLATNESS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,757,775

Let us see OK of estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 10 1937

AND WORK SCHEDULE

Date

JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1936	JUN 10 1936
SKETCH				
RETOUCHING	12	2	6-10	6-16 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	18		6-17	6-17
ENGRAVING				
HAND COLOR PROOF		1½		
ARTIST DEPT.	31	9¾		2-15

JUL 19 1937

DATE BLUEPRINT OK'D

DATE PROOF

By

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

TITLES in sky  
TYPE



MADE FOR  
F.H.LESLIE, LIMITED,  
NIAGARA FALLS, CANADA, MADE IN U.S.A.

NO. 7A-H-100

ORDER NO. 2265

DATE 6-2-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CLIFTON GATE (DAKES GARDEN THEATRE AT  
RIGHT) NIAGARA FALLS, CANADA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PUT IN STAMP SPACE : PLACE STAMP HERE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

JUN 10 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1936	JUN 10 1936 1/2
SKETCH				
RETOUCHING		7	6-10	6-18 80
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		6-11	6-10 88
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-23	6-23
ARTIST DEPT.	162	10	7-8	7-12

DATE BLUEPRINT OK'D

By

DATE PROOF

By

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE PROOF RECEIVED BY CUSTOMER

By

10

ST  
64



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-M1801

ORDER NO. 2266

DATE 6-2-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FORT LAUDERDALE, FLA.

AND NEW RIVER FROM AN AIR LINER

PRIVATE NO. BEFORE TITLE: FL-108

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR OF PRINCIPAL BLDG. INDICATED ON TISSUE. VARY THE COLORS OF OTHER BLDGS., CREAM, IVORY AND TAN. MAKE NICE BLUE WATER IN RIVER, BUT NOT A TOO INTENSE BLUE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

JUN 10 1937

AND WORK SCHEDULE

By

Date JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1936	JUN 10 1936
SKETCH				
RETOUCHING	161	5 $\frac{1}{2}$	6-10	6-17 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-18	6-18 1/2
ENGRAVING				
HAND COLOR PROOF		2		
ARTIST DEPT.	150	12 $\frac{3}{4}$	7-16	7-20

DATE BLUEPRINT OK'D.

DATE ~~Printed~~ JUL 21 1937

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

By

By

161-10

M

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



THOMAS R. WEST,  
MIAMI, FLA.

NO. 7A-M1802-

ORDER NO. 2266

DATE 6-2-1937

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNIVERSITY OF MIAMI,  
CORAL GABLES, FLORIDA

PRIVATE NO. BEFORE TITLE: M-30

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. ~~NO~~ YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCDE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

JUN 11 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

Date

JUN 11 1937

OPERATION	EST. TIME		DATE ENTERED DPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1937	JUN 11 1937
SKETCH				
RETOLCHING	17	6	6-11	6-17 58
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	66		6-17	6-18 45
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-18	6-18
ARTIST DEPT.	170	9	7-14	7-16

DATE BLUEPRINT OK'D

Date and

DATE HAND COLOR PROOF OK'D

DATE from returned to customer

By

ST.  
68



34 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1803 ORDER NO. 2285 DATE 6-2-1937

CUSTOMER AMERICAN HOTEL,  
FREEHOLD, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE

3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full AMERICAN HOTEL, FREEHOLD, NEW JERSEY

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing

Follow Layout

SHOW FLAG ON POLE IF POSSIBLE. SHOW BALANCE OF  
BLDG. AT LEFT END AS ON BOOK MATCH COVER ATT'D.  
ELIMINATE NO PARKING & STOP STREET SIGNS.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION  
BLDG. AT LEFT STUCCO - MOTTLED LIGHT TAN PREDOMINATES WITH COLOR #12 MIXED IN. ROOF TILE #7.  
AWNINGS #17 WITH RUST RED STRIPES. CANOPY RED, NAME IN WHITE. PORCHES BLACK. ~~BLDG. AT RIGHT~~  
LONG SIGN BLACK WITH WHITE LETTERS. NAME OVER DOOR AT ENTRANCE IN GOLD. SI RUBBERY: HEDGE IS  
PEA GREEN, SMALL PINES DARK GREEN, IN FLOWER STANDS LIGHT TAN TRIMMED WITH BROWN. WOODWORK AT  
ENTRANCE OVER CANOPY #23. BLDG. AT RIGHT: FIRST STORY FRONT, STUCCO SAME AS BLDG. AT LEFT.  
UPPER STORIES CLAP BOARDS, BUFF. PORCHES AND WINDOWS ALL WHITE TRIM. AWNINGS SAME COLOR AS THOSE  
ON BLDG. AT LEFT. WOODWORK AT BOTH ENTRANCES #23. LUNCH SIGN ON PORCH AT END, #23. DUBOIS AGENCY  
FARMS, REAL ESTATE AND WINDOW SIGNS GOLD. ROOF LIGHT TAN WOODEN SHINGLES.  
FOLLOW COLOR INSTRUCTIONS VERY CAREFULLY & VERY PARTICULAR CUSTOMER.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR







G. R. LOVEGROVE  
711 E. Third Ave.  
Flint, Mich.

NO. 7A-H1805

ORDER NO. 1768

DATE 6-3-1937

12<sup>1</sup>/<sub>2</sub> ART COLORTONE POST CARDS *Group 3*

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

BISHOP AIR PORT, FLINT, MICH.

IMPRINT BALL & WANER, PHOTOGRAPHERS FOR  
LOVEGROVE'S

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*see last photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *NO*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 10 1937

AND WORK SCHEDULE

Date

JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1936	JUN 10 1936
SKETCH				
RETOUCHING	5	5 <sup>1</sup> / <sub>2</sub>	6-10	6-15 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING OPAQUING	64		6-7	6-17 SE
ENGRAVING				
HAND COLOR PROOF	163	1 <sup>1</sup> / <sub>2</sub>		17-7
ARTIST DEPT.	55	9	6-23-37	6-29-37

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

DATE (When Returned to Customer)

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very Push*



G. R. LOVEGROVE  
711 E. THIRD AVE.  
FLINT, MICH.

NO. 7A-H1806

ORDER NO. 1768

DATE 6-3-1937

25 M ART COLORTONE POST CARDS  
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER  
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL)

IMPRINT

BALL & WANER, PHOTOGRAPHERS FOR  
LOVEGROVES

SAGINAW STREET LOOKING NORTH, FLINT, MICH.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 11 1937

AND WORK SCHEDULE

Date

JUN 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1937	JUN 11 1937
SKETCH				
RETOUCHING	17	5	6-11	6-15 8
PHOTO-LITHO				
BLUE-PRINT	64		1-15	6-15 4.8
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-17	6-17
ARTIST DEPT.	52	9 3/4		6-25

DATE BLUEPRINT OK'D.

DATE JUL 21 1937

By

By

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

By

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Very Push



G. R. LOVEGROVE  
711 E. Third Ave.  
FLINT, MICH.

NO. 7A41807

ORDER NO. 1768

DATE 8-3-1937

25 ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

DETROIT ST. LOOKING SOUTH FROM THIRD AVE. LOVEGROVE'S  
FLINT, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT BALL & WANER, PHOTOGRAPHERS FOR

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

NO.

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 10 1937

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	GEN. TIME	LOWED		
COMPOSING, TYPE SET UP			JUN 10 1937	JUN 10 1937
SKETCH				
RETOUCHING	2	5 1/2	6-10	6-15
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	6 1/2		6-16	6-16 1/2
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-17	6-17
ARTIST DEPT.	166	9 3/4		

JUL 21 1937

DATE BLUEPRINT OR'D

DATE Paid

By

DATE HAND COLOR PROOF OR'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very Rush

2

ST.  
64



MINSKY BROS. & CO. PUBLISHING  
DIVISION, PITTSBURGH, PA.

NO. 7A-H1808

ORDER NO. 2302

DATE 6-7-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT VIEW OF CARNEGIE  
ILLINOIS STEEL MILL ON MONONGAHELA  
RIVER, CLAIRTON WORKS

PRIVATE NO. UPPER LEFT CORNER: CL-400

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION MAKE NIGHT VIEW.  
BLDGS. DARK, DARK COAL BARGES. STACKS DARK GRAY. SHOW NIGHT ILLUMINATION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,779

I hereby OK of Estimate

ESTIMATE

Cost Dept. Checked

JUN 11 1937

AND WORK SCHEDULE

By

Date

JUN 11 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 11 1937	JUN 11 1937
SKETCH			
RETOUCHING	5 6	6-11	6-18 8
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	64	6-18	6-18 12.1
ENGRAVING			
HAND COLOR PROOF	1 1/2		7/3/37
ARTIST DEPT.	49 9	July 6	July 6 1937

DATE BLUEPRINT ORD

DATE Recd

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



MINSKY BROS. & CO. PUBLISHING  
DIVISION, PITTSBURGH, PA.

NO. 7A-H1809

ORDER NO. 2302

DATE 6-7-1937

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) ST. MARY'S CHURCH FROM

FRICK PARK, HOMESTEAD, PA.

PRIVATE NO. UPPER LEFT CORNER: HO-802

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BLDG. BUFF BRICK, BROWN BRICK CORNICE IN CENTER & TOPS OF STEEPLES. BROWN DOORS  
& CIRCLE AROUND CENTER WINDOW. DARK BROWN ROOF. ON LEFT: 1ST BLDG. BUFF BRICK,  
GRAY TRIM, SLATE ROOF. ON LEFT END DARK RED BRICK. GREEN LAWN & SHRUBBERY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

JUN 11 1937

By

Date JUN 11 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 11 1937	JUN 11 1937
SKETCH			
RETOUCHING	3 3	6-11	6-17 36
PHOTOLITHO			
BLUING, STAMPING, OPAQUING	6 6	6-7	6-18 148
ENGRAVING			
HAND COLOR PROOF	160 1½	6-19	6-19
ACT. COST	50 9½	217, 1937	7, 7, 1937

DATE BLUEPRINT ORD.

DATE RECD.

JUL 18 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE PROOF RETURNED TO CUSTOMER

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



MARKEN & BIELFELD, INC.,  
FRED. RICK, MD.

NO. 7A-H1810

ORDER NO. 2316

DATE 6-7-1937

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **MAIN STREET LOOKING SOUTH,  
HARRISONBURG, VIRGINIA**

PRIVATE NO. LOWER RIGHT CORNER: 105

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **14** R. M. **YES**

IMPRINT **SAME AS ABOVE**

*Put Plate no. on front  
at bottom*

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

FOLLOW COLORING ON 120100 WITH THE EXCEPTION THAT THE COURT HOUSE BUILDING ON THE RIGHT OF PICTURE IS PURE GRANITE-GRAY COLOR. STREET IS PAVED WITH ASPHALT, NO YELLOW BRICK AS ON OLD CARD. REMOVE WIRES IN FOREGROUND. TAKE OUT ~~XXXX~~ ~~XXXX~~ AUTO ON RIGHT THAT IS BLURRED AND THE BUICK PARKED DOUBLE ON LEFT SIDE OF PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO. **XXX**

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCBE MULTI-PLY FORMS © PAT. NO. 1,297,776

Executive OK of Estimate

By

Date

**JUN 10 1937**

**ESTIMATE**  
**AND WORK SCHEDULE**

Cost Dept. Checked

By

Date

**JUN 10 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>JUN 11 1936</b>	<b>JUN 11 1938</b>
SKETCH				
RETOUCHING	<b>4</b>	<b>3</b>	<b>6-11</b>	<b>6-16 SL</b>
PHOTO-LITHO				
BLANKET SILK SCREENING, OPAQUING	<b>14</b>		<b>6-16</b>	<b>6-16 SL</b>
ENGRAVING				
HAND COLOR PROOF		<b>1½</b>		<b>17</b>
ARTIST DEPT.	<b>55</b>	<b>9¾</b>	<b>7-13-37</b>	<b>7-16-37</b>

DATE ESTIMATE OK'D

DATE *Filed*

DATE *FILED*

By **28**

DATE Photo Returned to Customer

By

ST.  
C9



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

5X7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1811 ORDER NO. 2329 DATE 6-7-1937

CUSTOMER BAIRD & WARNER, INC.,  
CHICAGO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC GROUP (2) SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART CLO TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FLAMINGO HOTEL CHICAGO

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED. NOTE INSTRUCTIONS ABOUT  
PYLONS, WHICH DO NOT SHOW ON PHOTO.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make red impression  
of building & title

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 9  
H.C 2  
L.A. 12 1/2

BW

#27



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1812 ORDER NO. 2330 DATE 6-7-1937

CUSTOMER SURFSIDE BEACH CLUB,  
ATLANTIC BEACH, N. Y.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

ADD SKY & BEACH FOR PROPORTION. **IK**

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

BE SURE WATER IS NOT A DEAD-PAN BLUE, BUT SIMILAR TO 4A-H1292. COLORS OF REST OF CARD SHOULD  
BE AS VIVID AS YOU CAN MAKE THEM WITHOUT GETTING TOO MANY CLASHES. YOU'LL GET A CHANCE TO  
ACCOMPLISH THIS IN THE BATHING CLOTHES OF THE FIGURES, IN THE UMBRELLAS ON THE BEACH, AND  
THE BUILDING ITSELF HAS SOME LOUD RED, WITH BLUE STRIPES IN IT.

Large drawing

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1813 ORDER NO. 2332 DATE 6-7-1937

CUSTOMER BOULEVARD FROCKS, INC.,  
MINNEAPOLIS, MINN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE VASSMORE (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

REPRODUCE COLORS AS PER SAMPLE DRESS. USE PROPER SHADES FOR SCENERY, PENNANT, ETC.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2M-1-2-37

MAKE OVER

Charge to Dept

Time Required

RETOUCHING	
ENGRAVING	
PHOTO LITHO	
COMPOSING	
LITHO ART	
Time Received in Case File	
JUN 22 1937	
By	



F. E. COOPER,  
NEW YORK, N. Y.

NO. 7A-H1814

ORDER NO. 2352

DATE 6-8-1937

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

HOTEL PRESIDENT, LONG BEACH, LONG ISLAND,  
N. Y. 258 BROADWAY, NEW YORK, N. Y.

IMPRINT FRANK E. COOPER,

PRIVATE NO. 117 IN UPPER LEFT CORNER

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

RED BRICK BUILDING WITH WHITE TRIM.  
AWNINGS ARE RED AND GREEN

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 10 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 10 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 11 1937	JUN 11 1937
SKETCH				
RETOUCHING	2	5	6-11	6-16 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	60		6-16	6-17 148
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-18	6-18
ARTIST DEPT.	48	9 1/2	7-1	7-2

JUL 27 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

55  
67



FRANK E. COOPER  
258 BROADWAY, NEW YORK, N. Y.

NO. 7A-H1815

ORDER NO. 2352

DATE 6-8-1937

12 $\frac{1}{2}$ M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT FRANK E. COOPER,  
258 BROADWAY, NEW YORK, N. Y.

HOTEL PRESIDENT AND OCEAN CREST, LONG  
BEACH, LONG ISLAND, N. Y.  
PRIVATE NO. 118 IN UPPER LEFT CORNER

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

BOTH BUILDINGS ARE RED BRICK WITH WHITE TRIM. THE  
BUILDING ON THE RIGHT IS A SHADE DARKER THAN THE ONE ON THE LEFT

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## ESTIMATE

Cost Dept. Checked

JUN 11 1937 AND WORK SCHEDULE

By JUN 11 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMP. INC. TYPE SET UP			JUN 11 1937	JUN 11 1937
STYLING				
RETOUCHING	17	5	6-11	6-17 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	65		6-17	6-18
ENGRAVING				
HAND COLOR PROOF	10	1 1/2		6-17
ARTIST DEPT.	54	9 1/2	7-1	7-8

DATE BLUEPRINT ORD. \_\_\_\_\_

DATE Paid \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF ORD. \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

*Very Very  
Push*

*to Curt*



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1816

ORDER NO. 2353

DATE 6-8-1937

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM AKRON,  
OHIO

Private no before title - 215  
Copyright 1937 by Curt Teich &

Co., Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. ~~yes~~ yes

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE 3A-H1478 FIRST CENTRAL TRUST BLDG. IN PROMINENT PLACE. ALSO  
3A-H1486, 4A-H1924, 3A-H1479 and Mayflower Hotel and Y.M.C.A.  
from new photo. (Return two new photos)

Large photo  
Yes

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

By OK of Estimate

ESTIMATE

Cost Dept. Checked  
JUN 22 1937

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 24 1937	JUN 24 1937
SKETCH <i>Dayton</i>	11		
RETOUCHING	17 7	6-24	6-28 28
PHOTO-LITHO			
BLUING STAMPING OPAQUING	14	6-24	1 28 15
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	32 17		7-2 Bth

DATE BLUEPRINT ORD

By

DATE *Printed*

DATE *Hand Color Proof*

By

DATE Photo Returned to Customer

2 photos 218/30/38

PHOTO-IN-364-174

Day *new*

17-7

579



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. ~~XXX~~ 7A-H1817

ORDER NO. 2355

DATE 6-8-1937

50 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM OHIO

Copyright 1937 by Curt Teich  
& Co., Inc., Chicago, U.S.A.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

*✓ 1 blueprint front #1  
Cincinnati News Co*

PHOTO PROPERTY OF OT

COLOR DESCRIPTION

USE DOME OF STATE CAPITOL, COLUMBUS, IN LOWER RIGHT CORNER LIKE  
PA. & W.VA. CARDS. SHOW IN LETTERS O H I O IN PROMINENT PLACE;  
TERMINAL TOWER & CLEVELAND ART MUSEUM. ONE VIEW OF COLUMBUS; ONE  
OF ~~SEVEN~~ TOLEDO AND ONE OF CINCINNATI. THEN ANY OTHERS YOU  
CAN USE OF DAYTON OR SPRINGFIELD, OHIO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Large photo*

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date JUL 6 1937

AND WORK SCHEDULE

By *[Signature]*  
Date JUL 6 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 7 1937	JUL 7 1937
SKETCH <i>layout</i>		10		
RETOUCHING	17	5	1-7	7-9 SL
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	64		7-10	7-12 45
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.	31	16 1/2		7-16 <i>P.H.</i>

JUL 19 1937

DATE BLUEPRINT OR D

DATE *Red*

DATE *Hand Color Proof*

DATE Photo Returned to *Customer*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1818 ORDER NO. 2364 DATE 6-15-1937

CUSTOMER EMPIRE HOTEL,  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: EMPIRE HOTEL MIAMI BEACH,  
FLORIDA

BOT: ONE BLOCK FROM OCEAN

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH, NOTE CORRECTIONS ON ATTACHED  
INSTRUCTIONS.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

make red imp...  
D.K. blue

PHOTO RETURNED

TO

PHOTO USED FOR

MAKEOVER

Charge to Ret Dept.

LST. Makeover Time Required

	TIME	Time Required by Dept.
RETOUCHING		
PHOTO LITHO	1	
COMPOSING		
ART DEPT.	12	
ENGRAVING		

DATE AUG 23 1937

By

8-24

small



22 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1818 ORDER NO. 2366 DATE 6-8-1937

CUSTOMER WHITNEY PRINTING CO.  
DENVER, COLO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ~~SEVEN~~ PHOTO COLORIT  
I E BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

To office

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ON EXTRA PHOTO

1 photo ret  
10/21/37

RETURN PHOTO YES NO

PHOTO RETURNED

TO -

PHOTO USED FOR

Ret 7  
Ac 1 3/4  
La 11 1/2

My



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1820 ORDER NO. 2367

DATE 6-19-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER THE WHITMAN,  
MIAMI BEACH, FLA.

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE WHITMAN BY-THE-SEA MIAMI BEACH,  
FLORIDA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED. NOTE CORRECTIONS

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Rush

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1821 ORDER NO. 2369 DATE 6-8-1937

CUSTOMER J. C. HARBIN  
MEMPHIS, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12<sup>1</sup>/<sub>2</sub> M PC

SIZE 3<sup>1</sup>/<sub>2</sub> x 5<sup>1</sup>/<sub>2</sub>

STYLE ART COLORTONE WHITE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5  
R. M. ☒ Yes ☐ No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

cottage white. foliage & trees green. Put small various colored flowers  
around base of cottage.

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

Rephoto 5x7

Ret 3

W.C. 1 1/2

L.R. 9 1/2

J.C. Harbin

2.00

My

blank  
new 4/12

57



22

CURT TEICH &amp; COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER C. T. & CO.	DIAL NO. 7A-H1822	ORDER NO. 2370	DATE 6-8-1937	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	
	CUSTOMER CLEVELAND PUNCH & SHEAR WORKS CO. CLEVELAND, OHIO						
	6 M PC	SIZE 3 1/2 x 5 1/2	STYLE ART COLORTONE FULL				
	PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full THE CLEVELAND PUNCH & SHEAR WORKS CO. (ETC. AS PER COPY)			FRONT NO. 5 R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint No Imprint			
NO YES RETURN PHOTO	RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout SEE SKETCH ATTACHED. The proportions of the small punch and the large punch (in the circles) are not exactly right. the large punch is 2-11/16" long while the small punch is 1-1/4" long. Therefore the large punch should be made slightly than twice as long as the small punch. Suggest that the circles which now measure 1-1/2" be reduced to 1-1/4" so as not to dominate the layout too strongly			PHOTO LITHO Rephoto			NEG. NO.
	Photograph each - Size 5x7 - 8x10 - 10x12 Prints each from Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office			DELIVER Straighten Photo			
	Negative — Line — Halftone — Combination. Dry — Wet — Pancromatic — Color Separation. Transfer — Paper Process — New Process. Stripping — White Border — Full Face.			Screen 120 133 150 175			
	Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.						
COLOR DESCRIPTION If this is done it will permit the man to be raised up more and allow more space for copy underneath. If possible, the type should not be smaller than 8 point. The man's coat should be kept more uniform in color. Customer can appreciate the effect you are aiming to obtain in sketch, but it leaves the impression that he is wearing two coats of different colors.							
<p>make red impression</p> <p>" DK. Blue "</p>							

Layout 1 1/2  
Ret 6  
H e 1 3/4  
La 10 1/2

For



C U S T O M E R	DIAL NO. <u>7A-H1823</u>	ORDER NO. <u>2371</u>	DATE <u>6-8-1937</u>	DEPT. <u>RETOUCHING</u> ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER	PONTIFICAL COLLEGE JOSEPHINUM WORTHINGTON, OHIO				
P H O T O P R O P E R T Y O F C T. & C O.	6 M PC	SIZE <u>3 1/2 x 5 1/2</u>	STYLE <u>ART COLORTONE WHITE</u>			
	PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <u>PONTIFICAL COLLEGE JOSEPHINUM,—</u> <u>WORTHINGTON, OHIO</u>			FRONT NO. <u>5</u> R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <u>C. T. Imprint</u> No Imprint		
R E T O U C H I N G D E P A R T M E N T	RETOUCHING DEPARTMENT Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout Cut some of the road in foreground at approximately <u>2 1/8"</u> from bottom of photo— this will leave the two front trees and cut the road.			PHOTO LITHO Rephoto ____ Photograph each - Size 5x7 - 8x10 -10x12 ____ Prints each from ____ Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. <u>120</u> Dry — Wet — Pancromatic — Color Separation. <u>133</u> Transfer — Paper Process — New Process. <u>150</u> Stripping — White Border — Full Face. <u>175</u> <u>Blue Print</u> — Handcolor — Black & White Proof. Titles—Red, Blue.		
	NO YES RETURN PHOTO			COLOR. DESCRIPTION The buildings are red brick various shades. The trim and foundations are of Indiana limestone. The roofs variegated slate. Cupola on the main tower and two center towers likewise the small roofs over the bay windows in the center building are antique copper. The main entrance is light oak, and the small spaces above the main door are filled in with red and yellow tile. The road is black asphalt.		

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 3  
H C 1 1/2  
La 10

*[Signature]*  
#27



22

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1824 ORDER NO. 2374 DATE 6-9-1937 DEPT. RETOUCHING DATE COMPLETED Photos for this Customer

CUSTOMER WALTER BOOTH SHOE CO.  
MILWAUKEE, WIS.

12 1/2 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLOORTONE FULL  
FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo — Wash Drawing  
Follow Layout  
SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

RETURN PHOTO NO YES

PHOTO RETURNED TO

PHOTO USED FOR

Layout 1 1/2  
Ret 3 1/2  
W e 1 3/4  
L. a 12 1/2

*[Handwritten signature]*

28 1/2

MAKEOVER

Charge to Cash Date 6-9-1937

EST. Makeover Time Required

	TIME	Time Recorded in Last Dept.
RETOUCHING		
PHOTO LITHO		JUN 22 1937
COMPOSING		Date
ART LITHO	1/2	By <u>B</u>
ENGRAVING		

*[Handwritten signature]*

64



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1825 ORDER NO. 2374 DATE 6-9-1937 DEPT. RETOUCHING DATE COMPLETED           

CUSTOMER WALTER BOOTH SHOE CO.  
MILWAUKEE, WIS.

PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for this Customer

12½ M PC SIZE 3½ x 5½ STYLE ART COLORTONE FULL

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full (A SKETCH)

FRONT NO. 5 R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

No numbers & shoe

PHOTO LITHO

Rephoto

NEG. NO.           

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from            Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER            Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Red shoe

MAKEOVER

Charge to            Dept.           

PHOTO RETURNED

TO

PHOTO USED FOR

Lays. t 1

Act 5 1/2

4c 1 1/4

La 10

M

#27

21 1/2

RETOUCHING		TIME	Time recorded in book
PHOTO LITHO			JUN 22 1937
COMPOSING			
ART DEPT		1/2	
ENGRAVING			

60

ST.  
64



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

# ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. X7A-H1826 ORDER NO. 2374

DATE 6-8-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER WALTER BOOTH SHOE CO.  
MILWAUKEE, WIS.

12½ M PC SIZE 3½ x 5½

STYLE ART COLOR TONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full (AS SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Red

## MAKEOVER

Charge to Ad. Dept.

EST. Makeover Time Required

	Time	Time Required in Great Dept.
RETOUCHING		
PHOTO LITHO		
ENGRAVING		
COMPOSING		
LITHO ART		
DATE	<u>14</u>	<u>14</u>
BY	<u>LD</u>	

PHOTO RETURNED

TO

PHOTO USED FOR

Layout

Ret

EC

LA

1

P 1/2

1 1/4

12

Am

HO 3/4



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL NO. 7A-H1827 ORDER NO. 2374 DATE 6-9-1937

CUSTOMER WALTER BOOTH SHOE CO.  
MILWAUKEE, WIS.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full (AS SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

Rush

MAKEOVER

Charge to Adv. Dept.

EST. Makeover Time Required

RETOUCHING	TIME	Time Required (in hours)
PHOTO LITHO		
COMPOSING		
ENGRAVING		

JUN 22 1937

74

60

PHOTO RETURNED

TO

PHOTO USED FOR

Layout 1½  
Ret 8  
H.C. 1¾  
L.C. 12½

BW

#27

H.C. ¾



SAPIRSTEIN GREETING CARD COMPANY, NO. 7A-H1828  
CLEVELAND, OHIO

ORDER NO. 2378

DATE 6-9-1937

12½ **IM** ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FINE ARTS GARDEN AND  
LAKE AT ART MUSEUM, CLEVELAND,  
OHIO

PRIVATE NO. BEFORE TITLE: 97

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. no *yes*

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION  
**WHITE** MARBLE FOUNTAIN & FIGURES. LIGHT CEMENT WALKS. DEEP GREEN  
TERRACED LAWN & SHRUBBERY. REAR CENTER STAIRWAY WHITE MARBLE WITH  
DEEP GREEN TERRACED LAWN. MAKE GREEN FOLIAGE ON TREES, NO BROWN  
COLORS. REAR BLDGS. ON RIGHT GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## MAKEOVER

Charge to Litho Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO-LITHO		JUL 23 1937
COMPOSING		
ART DEPT. <u>115</u>		
ENGRAVING		

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 17 1937

AND WORK SCHEDULE

Date

JUN 17 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 17 1937	JUN 17 1937 <i>1/2</i>
SKETCH				
RETOUCHING	10	3	6-17	6-22 <i>SL</i>
PHOTO-LITHO				
BLANKET STYLING, DRAQUING	64		6-21	6-21 <i>1/2</i>
ENGRAVING	163			
HAND COLOR PROOF	160	1/2	6-22	6-22-2 <i>1/2</i>
RETURN PT.	52	9	7/17/37	7/20/37

DATE DISCOUNT OK'D

DATE

JUL 21 1937

DATE HAND CARRIED TO

DATE Photo Returned to Customer

*1CH 706*

*Very Dory  
Push*

ST.  
72



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7A-H1829

ORDER NO. 2378

DATE 6-9-1937

12½ M ART COLORTONE POST CARDS? WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HIGH LEVEL BRIDGE AND  
TERMINAL TOWER, CLEVELAND, OHIO

PRIVATE NO. BEFORE TITLE: 96

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. ~~NO~~ yes

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

BRIDGE GREY CEMENT, DARK CENTER ARCH. REAR BLDG. LT. GRAY STONE.  
GREEN ROOF ON TALL BLDG. ON REAR RIGHT. DARK CRANE ON RIGHT. SHOW  
RIVER AND BOATS IN CENTER FOREGROUND. CENTER BLDG. IN FOREGROUND LT.  
GRAY. REMOVE WEEDS IN FOREGROUND. GOLD POINT ON TOP OF TOWER IN REAR  
ENLARGE BRIDGE & TERMINAL TOWER LIKE ON ATT'D. NEWS CLIPPING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING		//		
PHOTO-LITHO				
BLUETINT (STRIPPING, OPAQUING)				
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT CK'D

DATE ~~Printed~~

By

By

DATE HAND COLOR PROOF CK'D

DATE Photo Returned to Customer

By



SAPIRSTEIN GREETING CARD COMPANY,  
CLEVELAND, OHIO

NO. 7-A-H1830

ORDER NO. 2378

DATE 6-9-1937

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL CLEVELAND AND  
TERMINAL TOWER AT NIGHT,  
CLEVELAND, OHIO  
PRIVATE NO. BEFORE TITLE: 98

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. ~~NO~~ *yes*  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

LIGHT GRAY STONE. DARK GRAY SASH ON LEFT. BRONZE MARKEE ON LEFT.  
WHITE LETTERS ON SIGN. TOWER LIGHT STONE. BRONZE SASH. BLDGS. ON  
REAR LEFT: 1ST DARK BROWN. OTHERS LIGHT GRAY. MAKE END OF BLDG.  
ON RIGHT LIGHT GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 17 1937

AND WORK SCHEDULE

Date

JUN 17 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 17 1937	JUN 17 1937
SKETCH				
RETOUCHING	2	6	6-17	6-19 SC
PHOTO-LITHO				
BLUING & STRAIGHTENING, OPACIFYING	11		6-17	6-21 LF
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		6-21
ART DEPT.	37	9	7-7-37	7-8-37

DATE PAID FOR

DATE PAID

DATE PAID FOR

DATE Photo Returned to Customer

By

By



DISTRIBUTED BY S. LOUIS CURL,  
CUMBERLAND, MD.

NO. 7A-M1831

ORDER NO. 2385

DATE 6-9-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BALTIMORE STREET

LOOKING WEST, CUMBERLAND, MD.

PRIVATE NO. BEFORE TITLE: 19

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT88888888

COLOR DESCRIPTION Bring out church in rear as this is an historic landma  
n Right: 1st very light gray brick, dark grey cornice. red store  
sign. Gilt letters, 2 light gray, brown window frames, red store  
sign, gilt letters, dark brown & white awnings on 1 & 2 bldgs. 3 gray  
4 brown, 5&6 brown, 7 dark red, 9 gray, 10 large bldg. dark red. 11  
buff. Others red brick. On left, 1st gray, 2 grey, dark signs, white  
white letters, 3 dark red, 4 dark red, 5&6 buff, others red. Rear  
church in center, gray, slate roof, green lawn. Dark street paving,  
aluminum lamp poles.  
SUBMIT: RET. PHOTO Yes B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,999

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
By JUN 17 1937 A B WORK SCHEDULE Date JUN 17 1937  
Cost Dept. Checked

OPERATION	EST. TIME Per No.   Year Allow	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>JUN 17 1937</u>	<u>JUN 17 1937</u>
SPETCH			
RETOUCHING	<u>3</u>	<u>6-17</u>	<u>6-19 52</u>
PHOTO-LITHO			
BLANKET STRIKING SPACING	<u>68</u>	<u>6-19</u>	<u>6-19 45</u>
ENGRAVING			
HAND COLOR PROOF	<u>160</u>	<u>6-21</u>	<u>6-21</u>
ARTIST REPT.	<u>49</u>	<u>7-1</u>	<u>7-3-21</u>

DATE ESTIMATE OK'D \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE BY CUSTOMER PAID OK'D \_\_\_\_\_ DATE FROM RETURNED TO CUSTOMER \_\_\_\_\_

By \_\_\_\_\_

*Very Heavy  
Push*

*H. Curt*



DISTRIBUTED BY S. LOUIS CURL,  
CUMBERLAND, MD.

NO. 7A-H1832

ORDER NO. 2385

DATE 6-9-1937

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE KELLY SPRINGFIELD

TIRE CO., CUMBERLAND, MD.

PRIVATE NO. BEFORE TITLE: 18

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

see instructions attached.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

Yes

RETURN PHOTO. 6/22/37

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive CK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 17 1937

Date

JUN 17 1937

OPERATION

ST TIME

ch No. | Time A. | low. |

DATE ENTERED DEPT.

DATE COMPLETED

COMPOSING, TYPE SET UP

JUN 17 1937

JUN 17 1937

SKETCH

RETOUCHING

10

6

6-17

6-19 56

PHOTO LITHO

BLANKET  
STAMPING, CREAMING

6

6-19

6-19 45

ENCRAVING

HAND COLOR PROOF

39

1 1/2

6-21

6-21

ARTIST DEPT.

152

12 1/2

7-1

7-7

1 DATE BLUEPRINT ORD.

DATE FILED

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Very Very Photo



DESERET BOOK COMPANY,  
SALT LAKE CITY, UTAH

NO. 7A-H1833

ORDER NO. 2386

DATE 6-9-1937

12½ M ART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)

TITLE (IN FULL) THE ARIZONA LATTER DAY  
SAINTS ("MORMON") TEMPLE, MESA,  
ARIZONA

PRIVATE NO. BEFORE TITLE: 970

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO.

RETURN H.C. PHOTO

YES

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF

RETURN PHOTO. 6/30/37

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

JUN 15 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 15 1937

OPERATION	EST. TIME C. or No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SPITCH			
RETOUCHING	10 6	6-16	6-17
PHOTO-LITHO			
ETCHING, GROUNDING	64	6-21	6-22
ENGRAVING			
HAND COLOR PROOF	40 1 1/4		6-25
A. T. DEPT.	9	6-25	7-7

DATE RECEIVED AND

DATE Paid

DATE PAID TO CUSTOMER AND

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER  
NO  
YES  
RETURN PHOTO

DIAL NO. 7A-H1834 ORDER NO. 2396 DATE 6-9-1937

CUSTOMER

DESERT BOOK COMPANY  
SALT LAKE CITY UTAH 4 1/2 x 2 9/16

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M CARDS

SIZE 4 1/4 x 2 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ARIZONA L.D.S. TEMPLE, MESA?

ART DONA

Insky

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE PH TO NO. 7A-H1833

Use Color Plates

FRONT NO. NONE (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

no. on front

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR SAME AS 7A-H1833.

Use

PHOTO RETURNED

TO

PHOTO USED FOR

lay 2  
200 3/4  
A2

X  
110011



22 CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1835 ORDER NO. 397 DATE 6-9-1937

CUSTOMER M. BORN & COMPANY CHICAGO, ILL.

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

50 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TAILORED BY "BORN" (ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PHOTO LITHO Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

USE SUGGESTED COLORS ON TISSUE OVERLAY FOR BACKGROUND, ETC. FOLLOW FABRIC SAMPLES FOR COLOR IN REPRODUCING MAN'S SUIT AND TOPCOAT AND LADIES SUIT.

(MAN'S SUIT SAMPLE 58-29, WOMAN'S SUIT SAMPLE 680592, TOPCOAT XXXXX WHICHEVER OF THREE SAMPLES NO. 5431, 5432 OR 5434 REPRODUCES BEST).

make DK. Blue impression

RETURN PHOTO YES NO

PHOTO USED FOR

2M-1-2-37

MAKEOVER

Change to Dept.

EST. Makeover Time Period

	TIME	
RETOUCHING	1/4	ordered in Dept.
PHOTO LITHO	1	JUN 22 1937
COMPOSING		
ART DEPT.		
RETOUCHING		

OK 6-25



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1836 ORDER NO. 2399 DATE 6-9-1937

CUSTOMER HOTEL MANCHESER,  
JAMAICA, B.W.I.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL MANCHESER, MANDEVILLE,  
JAMAICA, B.W.I.

FRONT NO. 5 (All of this on address side) BORDER  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Place Stamp Here  
Made in U.S.A.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

THE EXTERIOR WALLS WHICH ARE SHOWN ON RIGHT HAND SIDE OF SKETCH IN SHADE OF  
"PINK" SHOULD REALLY BE A DARK CREAM.

12 sq. ft. #32 roadways in asphalt.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



GOPHER NEWS CO.,  
MINNEAPOLIS, MINN.

NO. 7A-H1837

ORDER NO. 2406

DATE 6-11-1937

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL)

F. W. WOOLWORTH BUILDING,  
MINNEAPOLIS, MINN.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

EXIF COLOR SAME AS 7A-H1296

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Estimate OK'd

Cost Dept. Checked

By

By

Date

Date

ESTIMATE

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STENCILING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT.				

DATE BLUEPRINT OK'D

DATE Prod

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By



MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1838

ORDER NO. 2409

DATE 6-11-1937

25 M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) KIDDIE LAND, KENNYWOOD  
PARK, PITTSBURGH, PA.

PRIVATE NO. ~~222~~ UPPER LEFT CORNER: ~~222~~  
690

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PUT "PITTSBURGH PROMOTES PROGRESS" IN  
UPPER MESSAGE SPACE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

1ST STAND ON LEFT AWNING SILVER GRAY, BLUE AND RED BORDER, RED  
AND GREEN CARS. SUN SHADES ON LEFT BLUE & RED & GREEN DESIGN. REAR SLIDES  
ON LEFT GRAY & RED & BLUE. CENTER STANDS GRAY & RED & ORANGE CORNICE & POSTS,  
DARK RED ROOFS. REAR CENTER SWINGS RED & GREEN. ON RIGHT 1ST BRIGHT ~~BLUE~~ BLUE  
RED & GREEN ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Handwritten signature]*

Executive OK of Estimate

By

Date

ESTIMATE

Cost Dept. Checked

By

Date

JUN 15 1937

AND WORK SCHEDULE

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	14	4	6-16	6-21 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-21	6-22 H.S.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	44	9 3/4	7/1/37	7/7/37

DATE ESTIMATE OK'D

DATE OK'D

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

14  
12

50  
70



MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1839

ORDER NO. 2409

DATE 6-11-1937

25 ~~25~~ M C.T. ART COLORTONE PC WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SWIMMING POOL AT NIGHT,  
KENNYWOOD PARK, PITTSBURGH, PA.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PUT "PITTSBURGH PROMOTES PROGRESS"  
IN UPPER MESSAGE SPACE

PRIVATE NO. in UPPER LEFT CORNER: 691

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. LIGHT GRAY, BRIGHT BUFF CORNICE. FOUNTAINS BRIGHT GREEN COLOR WITH  
BROWN FISH DESIGNS. GREEN DIVING BOARDS IN REAR. MAKE ALTERNATING NIGHT  
ILLUMINATION ON FOUNTAIN RED, BLUE, & GREEN COLORS. ADD MORE LIFE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

By JUN 15 1937  
Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 15 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	3	5	6-17	6-23 SL
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	64		6-23	6-23 45
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	6-24	6-24
ARTIST DEPT.	48	9 3/4	7-7	7-12

JUL 19 1937

DATE BLUEPRINT OK'D.

DATE 7-12

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very Rush

10  
3

5  
70



MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1840

ORDER NO. 2409

DATE 6-11-1937

25 M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE SCENE, KENNYWOOD PARK,  
PITTSBURGH, PA.

PRIVATE NUMBER IN UPPER LEFT CORNER:

692

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO  
SAME AS ABOVE

IMPRINT  
PUT " PITTSBURGH PROMOTES PROGRESS"  
IN UPPER MESSAGE SPACE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TOWER DARK BROWN SHINGLES, ORANGE, GREEN & RED LIGHTS ON WHEEL. BLDG. ON LEFT  
BUFF, GREEN TRIM, GRAY & BROWN MOTTLED ROOF. GREEN LAWNS AND SHRUBBERY.  
BRIDGE ON RIGHT, ORANGE COLOR, BLUE & RED, RAILING POSTS. REAR SWING GRAY.  
MAKE RED & PINK FLOWERS AROUND CENTER ISLAND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,275

Executive Order of Estimate

By

JUN 15 1937

ESTIMATE

AND WORK SCHEDULE

By

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	161	3	6-16	6-22 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		6-23	6-23 K
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-24	6-24
ARTIST DEPT.	165	9 1/2	7-3	7-8

DATE BLUEPRINT OK'D

DATE

DATE

DATE

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Very Rush



MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1841

ORDER NO. 2409

DATE 6-11-37

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NOAH'S ARK, KENNYWOOD PARK,  
PITTSBURGH, PA.

PRIVATE NO. IN UPPER LEFT: 693

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE  
PUT "PITTSBURGH PROMOTES PROGRESS" IN  
UPPER MESSAGE SPACE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

TOP BLDG. WHITE, GREEN ROOF. BOAT BRIGHT GREEN, BASE ROCKS BRIGHT GRAY  
& ORANGE, WITH RED SPOTS. GREEN SHRUBBERY. BRIGHT BUFF TICKET BOOTH, GREEN  
TRIM.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

JUN 15 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	15	2	6-16	6-22
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	14		6-22	6-22
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-26	6-26
ARTIST EMBL.	53	9	7/1/37	7/7/37

DATE BLEUPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

By

DATE Prod

By

DATE Photo Returned to Customer

R

M

15  
70



MINISKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1842

ORDER NO. 2409

DATE 6-11-1937

25M ART. COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) THE ISLAND STAGE, KENNYWOOD  
PARK, PITTSBURGH, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT MINISKY SAME AS ABOVE

PUT "PITTSBURGH PROMOTES PROGRESS" IN  
UPPER MESSAGE ~~MINISKY~~ SPACE

PRIVATE NO. IN UPPER LEFT CORNER: 694

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

STAGE GREEN BASE. GRAY FLOOR, SILVER COLOR TRAPEZE POLE. SHOW PEOPLE  
PERFORMING ON TRAPEZE. BLDG. ON LEFT, DARK BROWN, GREEN TOP VENTILATORS ON TOP  
FLOOR, BROWN & GRAY MOTTLED ROOF. BRIGHT GREEN RADIO SPEAKER ON RIGHT AT TREE  
TOP. LIGHT ON TOP, SILVER GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

JUN 15 1937

AND WORK SCHEDULE

By

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	4	3	6-16	6-21
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	14		6-22	6-22
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-23	6-23
ARTIST DEPT.	155	9 1/2	7-7	7-8

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HANDCOLOR PROOF

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ST.  
770



MINSKY BROS. & CO., PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 7A-H1843

ORDER NO. 2409

DATE 6-11-1937

25M ART COLORTONE POST CARDS WHITE BORDER GROUP(3)

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP-PENNY ARCADE AND ISLAND  
STAGE, KENNYWOOD PARK, KITTEN

BOT-SPORTLAND, KENNYWOOD PARK, PITTSBURGH,  
PA.

PRIVATE NO. IN UPPER LEFT CORNER: 695

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE RMT  
PUT "PITTSBURGH PROMOTES PROGRESS"  
IN UPPER MESSAGE SPACE.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 7A-H1842 AND TWO NEW PHOTOS. PENNY ARCADE AT TOP, THE ISLAND  
STAGE IN THE CENTER, AND SPORTLAND AT THE BOTTOM.  
PENNY ARCADE: TOP BRIGHT BUFF, BRICK RED LETTERS. BRIGHT BLUE MARKEE WITH COPPER  
CENTS ALONG FRONT. GOLD COLOR STRIPES ON MARKEE. BRIGHT BUFF BASE COLUMNS WITH  
BLACK RED & BLUE CENTERS. SIGN IN CENTER BRIGHT COPPER COLOR WITH BLACK &  
ORANGE SHADED LETTERS. GREEN RESTS. MAKE LADIES ON BENCH ALL WHITE WOMEN.  
SPORTLAND: SILVER GRAY TOP COLUMNS, CREAM MARKEE, CREAM & GREEN LOWER BASE  
COLUMNS. ALL BRIGHT COLORS. REMOVE POLE IN REAR LEFT CENTER. SHOW MORE LIFE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,724

Executive OK of Estimate

By

Date

JUN 15 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 16 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH		1		
RETOUCHING	14	5	6-16	6-21 SC
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	64		6-22	6-23 HT
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-24	6-25
ARTIST DEPT.	152	10 1/2	7-1	7-6

JUL 19 1937

DATE BLUEPRINT OK'D

By

DATE PROOF

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

# ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.





MINSKY BROTHERS BROS. & CO., PUBLISHING  
DIVISION, PITTSBURGH, PA.

NO. 7A-H1844

ORDER NO. 2410

DATE 6-11-37

12<sup>1</sup>/<sub>2</sub>M

ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) CARNEGIE LIBRARY AND  
MUNHALL PARK, HOMESTEAD, PA.

IMPRINT SAME AS ABOVE

PRIVATE NUMBER UPPER LEFT CORNER: H0805

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. LIGHT BROWN BRICK, GRAY CORNICE SLATE ROOF, EIGHT GRAY STEPS, SILVER  
GRAY LAMP POSTS, PINK AND RED FLOWERS ON RIGHT, GREEN LAWN AND SHRUBBERY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 15 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	169	2	6-16	6-22 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-22	6-22 KT
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-22	6-22
ARTIST DEPT.	30	9		7-5-7 Bth

DATE BLUEPRINT OK'D. DATE FILED

By

By

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER	DIAL No. <u>7A-H1845</u>	ORDER NO. <u>1821</u>	DATE <u>6-10-1937</u>	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer
	CUSTOMER <u>HOTEL TRAVER, LAKE GENEVA, WIS.</u>					
	<u>12 1/4</u> PC	SIZE <u>3 1/2 x 5 1/2</u>	STYLE <u>ART</u> <u>COLORTONE</u> <u>WHITE</u> <u>BORDER</u>			
	PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout Title in Plate Yes No Copyright in Plate Yes No Title in full <u>HOTEL TRAVER, LAKE GENEVA, WIS.</u>			FRONT NO. <u>5</u> (All of this on address side) R. M. <u>Yes</u> No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer <u>C. T. Imprint</u> No Imprint		
RETURN PHOTO	RETOUCHING DEPARTMENT <u>Submit</u> Sketch — Layout — <u>Retouched Photo</u> — Wash Drawing Follow Layout			PHOTO LITHO Rephoto		
				NEG. NO.		
				Photograph each - Size 5x7 - 8x10 - 10x12		
				Prints each from Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo		
YES				Negative — Line — Halftone — Combination. Screen 120		
				Dry — Wet — Pancromatic — Color Separation. Screen 133		
NO				Transfer — Paper Process — New Process. Screen 150		
				Stripping — White Border — Full Face. Screen 175		
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.						
COLOR DESCRIPTION Main body of building is stone grey trimmed in cream. The chairs and benches under the porch are orange & black, the awnings are orange, brown, with a fine yellow and black stripe.						

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 3 1/2  
HC 1 1/2  
A- 9 1/2

Sm

R

17.  
Small  
neg



31

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 7A-H1846 ORDER NO. 2425 DATE 6-11-1937

CUSTOMER

WABASH RAILWAY CO.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

make DK. Blue impression  
of Flag

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Rev 3½  
200 1¾  
A 12½

11.00  
Bm

8- 1  
12- 2½



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. ☒ 7A-H1847 ORDER NO. 1861 DATE 6-11-1937

CUSTOMER PARKVIEW HOTEL APTS.,  
MEMPHIS, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE F ORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: THE SOUTH'S FINEST RESIDENTIAL HOTEL

BOT: PARKVIEW HOTEL APARTMENTS, MEMPHIS, TENN.

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH & INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Print  
sketch

Ref 7  
REC 12  
A-11

17.00

Mr

X

ST.  
75



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1848

ORDER NO. 2434

DATE 6-14-37

6<sup>M</sup> PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC

PARK NATIONAL PARK, CALIFORNIA

BOT CENTER-LASSEN PEAK FROM MANZANITA LAKE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

*D-5000*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**yes**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,722

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By JUN 15 1937  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 15 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	2	6-16	6-22-37
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUEING	8		6-21	6-22-37
ENGRAVING				
HAND COLOR PROOF	13	1 1/2		
ADJUST DEPT.	31	9	7-15-37	7-16-37

DATE BLUEPRINT OK'D

DATE JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ST:  
70



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1849

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-CHAOS CRAGS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE ITSSUE ATTACHED. TAKE OUT CAR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 15 1937 AND WORK SCHEDULE

By JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	16	2	6-16	6-21
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	16		6-21	6-22
ENGRAVING				
HAND COLOR PROOF	54	1 1/2		27 JUL 1937
ARTIST DEPT.		9	6-12	6-19

DATE BLUEPRINT ORD. DATE JUL 21 1937

DATE HAND COLOR PROOF ORD. DATE Photo Returned to Customer

By

-16

ST-10



NO. 7A-H1850

ORDER NO. 2434

DATE 6-14-37

6 M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCAN IC  
NATIONAL PARK, CALIFORNIA

\*XOXOXOXOX\*

BOT CENTER-LASSEN PEAK SMOKING AFTER AN  
ERUPTION IN ~~1914~~ 1914

BOT-SMALL TYPE-(C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. **I** R. M. **YES**

IMPRINT SAME AS ABOVE

## IMPRINT

PHOTO PROPERTY OF CUSTOMER

### COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Executive

10

Date: \_\_\_\_\_

# ESTIMATE

## AND WORK SCHEDULE

Cost	Dent.	Checked
------	-------	---------

五

Page

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING. TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	2	6-16	6-21
PHOTO-LITHO				
BLUEPRINT STRIPPING. OPAQUING	64		6-21	6-21
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	50	9	147.37	147.37

DATE BLUEPRINT OK'D \_\_\_\_\_

Ex

DATE HAND COLOR HEIGHT O.K'D



DATE Feb 19 1961

As

DATE Photo Returned to Customer \_\_\_\_\_

12 ✓

57.  
70



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1851

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE-UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-ERUPTION OF LASSEN PEAK FROM  
DEVASTATED AREA

BOT-SMALL TYPE-(C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

TAKE OUT BLACK HAT IN RIGHT LOWER CORNER.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

JUN 15 1937

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

JUN 15 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	10	2	6-16	6-22 SL
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	68		6-22	6-22 48
ENGRAVING				
HAND COLOR PROOF	15	15		
ARTIST DEPT.	34	9	7-13-37	7-16-37 F.W.

DATE BLUEPRINT ORD.

DATE Prod.

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

D



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1852

ORDER NO. 2434

DATE 6-14-37

6 PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-IN THE DEVASTATED AREA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,790,075

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

JUN 15 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	156	2	June 18	June 22 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-22	6-22
ENGRAVING				
HAND COLOR PROOF	39	1 1/2	6-24	6-24
ARTIST DEPT.	30	9		

JUL 19 1937

DATE BLUEPRINT OK'D

By

DATE

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

M

ST.  
70



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1853

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.		FRONT NO. <u>I</u>	R. M. <u>YES</u>
TITLE (IN FULL) <u>TOP CENTER-LASSEN VOLCANIC NATIONAL PARK, CALIFORNIA</u>		IMPRINT <u>SAME AS ABOVE</u>	
<u>BOT CENTER-HOT ROCK BROUGHT DOWN BY MUD FLOW</u>			
COLOR DESCRIPTION <u>SEE TISSUE ATTACHED.</u>		PHOTO PROPERTY OF <u>CUSTOMER</u>	

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

SUBMIT: RET. PHOTO YES B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By [Signature]

Date JUN 15 1937

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]

Date JUN 15 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>JUN 16 1937</u>	<u>JUN 16 1937</u>
SKETCH			
RETOUCHING	<u>12 2</u>	<u>6-16</u>	<u>6-19 SL</u>
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	<u>68</u>	<u>6-19</u>	<u>6-21 15</u>
ENGRAVING			
HAND COLOR PROOF	<u>15</u>		
ARTIST DEPT.	<u>151 9</u>	<u>7-16-37</u>	<u>7-19-37</u>

JUL 21 1937

DATE BLUEPRINT OK'D [Signature]

DATE HAND COLOR PROOF OK'D [Signature]

DATE PROOF RETURNED TO CUSTOMER [Signature]

By [Signature]

12

ST.  
70



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1854

ORDER NO. 2434

DATE 6-14-37

6 M FOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-HIGHEST PEAK ON MT. LASSEN,  
10453 FEET ELEVATION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

Date

JUN 15 1937

AND WORK SCHEDULE

By

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	10	2	6-16	6-22 SL
PHOTO-LITHO				
BLUEPRINT STAMPING OPAQUING	6		6-22	6-22 SL
ENGRAVING				
HAND COLOR PROOF	11	1 1/2		
ARTIST DEPT.	9			

DATE BLUEPRINT ORD.

By

DATE

JUL 19 1937

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer



NO. 7A-H1855

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

ORDER NO. 2434

DATE 6-14-37

## 6 M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE-UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-VULCAN FACE, MT. LASSEN IN  
ERUPTION.

BOT ~~REDACTED~~ COPYRIGHT-B.F. LOOMIS,  
VIOLA, CAL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 15 1937

AND WORK SCHEDULE

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 18 1937
SKETCH				
RETOUCHING	8	2	6-16	6-21 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-21	6-22 H.F.
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	30	9		7-9-9 P.H.

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

8

ST.  
70



NO. 7A-H1856

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

ORDER NO. 2434

DATE 6-14-37

6 M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-SUMMIT LAKE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,773

Executive OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

JUN 15 1937

By

JUN 15 1937

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	2	6-16	6-21
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-21	6-22
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

DATE

JUL 21 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ST  
70.



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1857

ORDER NO. 2434

DATE 6-14-37

6 PHOTO COLORIT POST CARDS WHITE BORDER  
M

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TOP CENTER-LASSEN VOLCANIC  
TITLE (IN FULL)  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-KINGS CREEK FALLS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I  
R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE TISSUE ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By JUN 15 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 15 1937

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	12 2	6-16	6-22 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	6.4	6-22	6-22 45
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	165 9	7-8	7-13

DATE BLUEPRINT OK'D

By

DATE JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

B.



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1858

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA

BOT CENTER-BROKEOFF MOUNTAIN, MT. DILLER  
AND LAKE HELEN

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date JUN 17 1937

AND WORK SCHEDULE

Date

JUN 17 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 17 1937	JUN 17 1937
SKETCH				
RETOUCHING	6	2	6-17	6-22 SE
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	6		6-22	6-22 SE
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	30	10	7, 7, 1937	7, 7, 1937

DATE BLUEPRINT OK'D

DATE

JUN 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

B.

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

6

ST 72



NO. 7A-H1859

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

ORDER NO. 2434

DATE 6-14-37

## 6 M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-BUMPA'S HELL

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

## COLOR DESCRIPTION

SEE TISSUE ATTACHED. RIGHT LOWER CORNER GRASS. LEFT UPPER CORNER TREES.  
YELLOW OCHRE & MAPLES YELLOW & WHITE AROUND MUD POTS & FOREGROUND. STEAM WHITE.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Business

By

Date

JUN 15 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	1/2	6-16	6-18
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-19	6-19
ENGRAVING				
HAND COLOR PROOF	10	1 1/2		
ARTIST DEPT.	51	9	7-9	7-14

DATE BLUEPRINT ORD \_\_\_\_\_

By \_\_\_\_\_

DATE PROOF \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF ORD \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1860

ORDER NO. 2434

DATE 6-14-37

6 PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-KINGS CREEK MEADOW

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,779

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

Date JUN 15 1937

AND WORK SCHEDULE

By Date JUN 15 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	12 2	6-16	6-19
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	6-	6-19	6-19
ENGRAVING			
HAND COLOR PROOF	15 1 1/2		
ARTIST DEPT.	155 9	7-19	7-20

DATE BLUEPRINT OK'D DATE PAID JUL 21 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

12

ST.  
70



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1861

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.  
TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-SUBWAY CAVE

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By Date JUN 15 1937 AND WORK SCHEDULE

By Date JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 18 1937	JUN 18 1937
SKETCH				
RETOUCHING	12	1	6-16	6-22 SE.
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-22	6-22 1/2
ENGRAVING				
HAND COLOR PROOF	12	1 1/2		24
ARTIST DEPT.	154	8-3/4	7-16	7-20

DATE BLUEPRINT OK'D DATE JUL 21 1937

By By

DATE HAND COLOR PROOF OK'D DATE Photo Returned to Customer

By

12

570



LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

NO. 7A-H1862

ORDER NO. 2434

DATE 6-14-37

6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-LASSEN PEAK FROM HAT CREEK  
HIGHWAY

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By JUN 15 1937

By JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 15 1937	JUN 15 1937
SKETCH				
RETOUCHING	12	1	6-16	6-16
PHOTO-LITHO				
BLUEPRINT STRIPPING OPAQUING	14		6-19	6-19
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	30	9		7-16-2

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

12

ST  
70



NO. 7A-H1863

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

ORDER NO. 2434

DATE 6-14-37

6MPHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-THE MUSEUM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PAINT SIGN OFF TREE &amp; PUT SHRUBS AROUND COURT AND GRASS IN THE FOREGROUND.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

JUN 15 1937

By

JUN 15 1937

Date

Date

## AND WORK SCHEDULE

OPERATION	EST. TIME Clock No. / Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	18 2	6-16	6-22 SC
PHOTO LITHO			
BLACK & WHITE STAMPING OPAQUING	14	6-23	6-23 45
ENGRAVING			
HAND COLOR PROOF	39 1 1/2	6-24	6-24
ARTIST DEPT.	150 9	7-9	7-13

DATE BLANKET OK'D.

DATE Made

JUL 19 1937

By

By

DATE BLANKET OK'D.

DATE Photo Returned to Customer

By

*Very Rush*



NO. 7A-H1864

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF.

ORDER NO. 2434

DATE 6-14-37

## 6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC

NATIONAL PARK, CALIFORNIA

BOT CENTER-MT. LASSEN IN MILD ERUPTION,  
AND LAKE REFLECTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

BOT - SMALL TYPE (C)

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

Cox Dept. Checked

ESTIMATE  
Date JUN 15 1937

Date JUN 15 1937

OPERATION	EST. TIME Clock No.   Time   View	DATE ENTERED DEPT.	DATE COMPL. TIME
COMPOSING, TYPE SET UP		JUN 16 1937	JUN 16 1937
SKETCH			
RETOUCHING	6 1 1/2	6-16	6-22 SL
PHOTO LITHO			
BLUEPRINT STOPPING, OPAQUING	6 1/2	6-22	6-22 H.S.
ENGRAVING			
HAND COLOR PROOF	10 3 1/2		
ARTIST DEPT.	15 6 9	July 12-36	July 19

DATE BLUEPRINT ORD

DATE PAID JUL 21 1937

By

By

DATE HAND COLOR PROOF ORD

DATE PHOTO KEPT IN GLASS

L.

70



NO. 7A-M1865

LOOMIS ART STUDIO, MANZANITA LAKE, CALIF. ORDER NO. 2434

DATE 6-14-37

## 6M PHOTO COLORIT POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENTER-LASSEN VOLCANIC  
NATIONAL PARK, CALIFORNIA  
BOT CENTER-CINDER CONE, NEAR BUTTE LAKE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF ~~am~~ C.T.

## COLOR DESCRIPTION

SEE TISSUE ATTACHED. TAKE OUT HORSE & RIDER. FOREGROUND VOLCANIC SAND.. THERE  
IS NO SMOKE OR STEAM AT ALL.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

JUN 15 1937

AND WORK SCHEDULE

Date

JUN 15 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1937	JUN 16 1937
SKETCH				
RETOUCHING	12	1	6-16	6-21 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-22	6-22
ENGRAVING				
HAND COLOR PROOF		1/2		
ARTIST DEPT.	16	9	7-8-37	7-12-37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR OK'D

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1866 ORDER NO. 2453 DATE 6-15-1934

CUSTOMER HAEGER POTTERIES,  
DUNDEE, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NO TITLE

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



NO. 7AH1867

LA CROSSE DRUG CO., LA CROSSE, WISCONSIN

ORDER NO. 2474

DATE JUNE 15, 1937

12M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER CENTER BORDER

TITLE (IN FULL) HOME OFFICE G. HEILEMAN

BREWING CO., LA CROSSE, WIS., BREWERS OF  
OLD STYLE LAGER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOLOR PROOF NO

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

JUN 22 1937

AND WORK SCHEDULE

Date

JUN 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937 1/2
SKETCH				
RETOUCHING	12	5	6-22	6-29 1/2
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	15		6-29	6-30 1/2
ENGRAVING				
HAND COLOR PROOF	15	15		1/1 1/2
ARTIST DEPT.	53	9	7/1/37	7/1/37

DATE BLUEPRINT OK'D

DATE PROOF

DATE HAND COLOR PROOF OK'D

DATE PHOTO RETURNED TO CUSTOMER

12

ST-76



LA CROSSE DRUG CO., LA CROSSE, WISCONSIN

NO. 7AH1868

ORDER NO. 2475

DATE JUNE 15, 1937

6M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) GRANDAD BLUFF, LA CROSSE, WIS. IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

*Take out bldgs & poles - wires*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF NO RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 22 1937 Date JUN 22 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1937	JUN 22 1937
SKETCH			
RETOUCHING	156 2	June 23	June 25 St
PHOTO-LITHO			
BLUEPRINT SIMPSON OPAQUING	6	6-26	6-28 St
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	6-27	6-27
ARTIST DEPT.	9		

JUL 21 1937

DATE BLUEPRINT ORD. DATE PROOF

DATE HAND COLOR PROOF ORD. DATE Photo Returned to Customer

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

MAKEOVER

Charge to LU. Dept.

MAKEOVER Time Required

OPERATION	TIME	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO LITHO		JUL 9 1937
COMPOSING		
ART DEPT. / HC	1 1/2	
ENGRAVING		

ST-76



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7 AH1869

ORDER NO. 2467

DATE June 15, 1937

12M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)  
CAMPUS QUADRANGLE, UNIVERSITY  
OF CHATTANOOGA (LOOKING TOWARD MISSIONARY  
RIDGE), TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION  
USE PHOTO NO. R93665

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,756,775

Examined OK of customer

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 24 1937

JUN 24 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 24 1937	JUN 24 1937
SKETCH			
RETOUCHING	7 2	6-24	6-29 SL
PHOTO-LITHO			
BLUEPRINT STOPPING, OPAQUING	65	6-27	6-30 45
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	7-1	7-1 2 1/2
ART DEPT.	37 10	7-12-37	7-14-37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to Dept.

EST. Makeover Time Required

OPERATION	TIME	Time Required to
RETOUCHING	1	Time Required to
PHOTO-LITHO		JUL 6 1937
COMPOSING		Date
ART DEPT.		By
ENGRAVING		



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH1870

ORDER NO. 2467

DATE JUNE 15, 1937

12 M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

THE INCLINE RAILWAY UP LOOKOUT  
MOUNTAIN, CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

SMALL TYPE (C) 1916 BY T. H. PAYNE CO.,  
CHATTANOOGA, TENN.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PHOTO NO. 94375

USE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

7 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

JUN 24 1937

ESTIMATE

Cost Dept. Checked

Date

AND WORK SCHEDULE

Date

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING	12	3	6-24	6-28
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-30	6-30
ENGRAVING				
HAND COLOR PROOF	163	1 1/2		
ARTIST DEPT.	164	9 1/2	7-9-37	7-16-37

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE PROOF RETURNED TO CUSTOMER

B.

12

mailing



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH1871

ORDER NO. 2467

DATE JUNE 15, 1937

12 M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) BIRD'S EYE VIEW OF CHATTANOOGA,  
TENNESSEE, THE "DYNAMO OF DIXIE," LOOKING  
FROM CAMERON HILL.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PHOTO NOL A56329

USE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Bureau

## ESTIMATE

Cost Dept. Checked

### AND WORK SCHEDULE

By

Date

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clerk No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING	7	1	6-29	6-28
PHOTO-LITHO				
B. L. & W. PROOF	65		6-28	6-29
PHOTO-ENG				
HAND COLOR PROOF	160	2	7-1	7-1
DELIVERED	166	12 1/2	7-5	7-13

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE COLOR PROOF OK'D

DATE

B.

7

57  
78



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH1872

ORDER NO. 2467

DATE

131 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

TITLE (IN FULL) THE BAYLOR SCHOOL, CHATTANOOGA, TENN. "ALONG THE DIXIE HIGHWAY." PRINT SAME AS ABOVE

TENN. "ALONG THE DIXIE HIGHWAY."

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. R58739

USE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 24 1937

By

Date

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<u>JUN 24 1937</u>	<u>JUN 24 1937</u>
SKETCH				
RETOUCHING	<u>12</u>	<u>1</u>	<u>6-24</u>	<u>6-25</u>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	<u>14</u>		<u>6-26</u>	<u>6-26</u>
ENGRAVING				
HAND COLOR PROOF	<u>15</u>	<u>1 1/2</u>		<u>29</u>
ARTIST DEL.	<u>154</u>	<u>2 3/4</u>	<u>7-8</u>	<u>7-12</u>

JUL 19 1937

DATE BLUEPRINT ORD.

DATE

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

By



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH1873

ORDER NO. 2467

DATE JUNE 15, 1937

12M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SUNSET ROCK, LOOKOUT MOUNTAIN,  
CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PHOTO NO. A12776

USE

9B41399

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,225

## ATTENTION!

Subjects and order for this customer. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_  
Date JUN 24 1937

AND WORK SCHEDULE

By \_\_\_\_\_  
Date JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING		2	6-29	6-28
PHOTO-LITHO				
BLUEPRINT STRIKING CAPS	68		6-29	6-29
ENGRAVING				
HAND COLOR PROOF	3	1 1/2		
ARTIST DEPT.	37	9 1/4	7-6-31	7-9-37

JUL 19 1937

DATE ESTIMATE OK'D

DATE PROOF

DATE HAND COLOR PROOF OK'D

DATE PHOTO RETURNED TO CUSTOMER



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH1874

ORDER NO 467

DATE JUNE 15, 1937

12 M500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) POINT ROCK, AT THE TOP OF  
LOOKOUT MOUNTAIN, CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

XXX

9B41399

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 22 1937

AND WORK SCHEDULE

JUN 22 1937

OPERATION	EST. TIME Clock No.   Time allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1937	JUN 22 1937
SKETCH			
RETOUCHING	12 2	6-22	6-25
PHOTO-LITHO			
BLUEPRINT STIPPING, OPAQUING	64	6-25	6-25
ENGRAVING			
HAND COLOR PROOF	152 1/2		
ARTIST DEPT.	151 11	7-13-37	7-15-37

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

2H

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12

576



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 7AH#875

ORDER NO. 2467

DATE JUNE 15, 1937

25M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WAR RELIC MUSEUM AT POINT  
PARK, LOOKOUT MOUNTAIN, CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE LETTER ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 22 1937

JUN 27 1937

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	4	5	6-22	6-22
PHOTO-LITHO				
BLENDING, STRIPPING, OPAQUING	14		6-25	6-25
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-29	6-29
ARTIST DEPT.	152	9 3/4	7-8	7-13

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE PROOF OK'D

DATE Proofs Returned to Customer

By

By

4

57  
76



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1876 ORDER NO. 1916 DATE 6-15-1937

CUSTOMER WINDSOR VILLAGE TOURIST COTTAGES,  
PULASKI, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TOP: U.S. ROUTE 64 - WINDSOR VILLAGE -  
U. S. ROUTE 31

BOT: TOURIST COTTAGES DE LUXE - PULASKI, TENN.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1877 ORDER NO. 1919 DATE 6-16-1937

CUSTOMER ALBANY HOTEL,  
ALBANY, ORE.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

(AS COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes ☒ No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

☒ Submit — Sketch — Layout — ☒ Retouched Photo — Wash Drawing

Follow Layout

ELIMINATE TELEPHONE POLES.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

☒ Blue Print — ☒ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

HOTEL MADE OF BUFF COLORED BRICK.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. ✓ 7A-H1878 ORDER NO. 1920 DATE 6-29-1937

CUSTOMER HOTEL GOOD,  
MIAMI BEACH, FLA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: HOTEL GOOD COLLINS AVE. AT 43RD

ST. MIAMI BEACH, FLORIDA

BOT: ON THE OCEAN

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 9 1/2  
H C 1 1/2  
L A 10

Handwritten signature

12-18-46  
Handwritten signature

Handwritten signature



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 7A-H1879

ORDER NO. 2509

DATE JUNE 18, 1937

25<sup>M</sup> POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) FLAMINGOS AT THE SINGING  
TOWER, (BOT) MOUNTAIN LAKE SANCTUARY,  
LAKE WALES, FLA.

IMPRINT SAME AS ABOVE

*Private no figure title S.T. 30*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE PHOTO ATTACHED FOR DESCRIPTION OF BASE OF TOWER.

*Include flamingos but not quite so large*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Executive OK of Estimate

B.

**ESTIMATE**

Cost Dept. Checked

Date

JUN 22 1937

AND WORK SCHEDULE

Date

JUN 22 1937

OPERATION	TIME	DATE	DATE
	(C. & No. Time Allow.)	ENTERED DEPT.	COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1937	JUN 22 1937
SKETCH			
RETOUCHING	12 4	6-22	6-30 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING, DPAQUING	64	6-30	7-1 45
ENGRAVING			
HAND COLOR PROOF	160 1/2	7-3	7-3
ARTIST DEPT.			7-26 2 1/2

DATE BLUEPRINT ORD

DATE *7/31/37*

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

12

ST:  
76



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 7A-H4880

ORDER NO. 2510

DATE JUNE 18, 1937

25<sup>M</sup> POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. YES NO

TITLE (IN FULL) THE SINGING TOWER BY MOONLIGHT, MOUNTAIN LAKE SANCTURARY, LAKE WALES, FLA.

PRINT SAME AS ABOVE

Color no. 5719

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

Make moonlight scene

Crown

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

JUN 22 1937

ESTIMATE

Cost Dept. Checked

Date

AND WORK SCHEDULE

By

JUN 22 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1937	
SKETCH			
RETOUCHING	14 4 1/2	6-22	6-25
PHOTO-LITHO			
BLUEPRINT STEELING, OPAQUING	64	6-28	6-28
ENGRAVING			
HAND COLOR PROOF	16 1 1/2		
ARTIST DEPT.	154 11	7-2	7-22

DATE BLUEPRINT OK'D

DATE PROOF

JUL 24 1937

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

14

76



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1881 ORDER NO. 1935 DATE 6-22-1937

CUSTOMER HOCKADAY, INC.,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

EDUCATIONAL PLAYROOMS - 5717 SHERIDAN  
ROAD - CHICAGO

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1882 ORDER NO. 1936

DATE 6-18-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BRADLEY'S TOURIST COURT,  
JACKSON, MISS.

6 M PG

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE

ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

CUSTOMER LIKES COLORING ON 6A-H134. Show a lot of flowers around the house, also the two cottages  
and back by the white fence in background. Customer wants the road walk to show up good - also  
wants a hedge to show up halfway or more on white fence. You can hardly see it in the photo.  
he hedge in front should be made to look solid and the drive in front to look like pavement.

RETURN PHOTO,

Returned  
6/26/37

Del 3 1/2  
28 1/2  
A 9 1/2

Del 3 1/2  
28 1/2  
A 9 1/2

RETURN PHOTO YES NO

PHOTO RETURNED TO PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 7A-H1883 ORDER NO. 1937 DATE 6-18-1937

CUSTOMER HOTEL SHAWNEE,  
SPRINGFIELD, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL SHAWNEE, SPRINGFIELD, OHIO

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

USE PHOTO OF HOTEL SHAWNEE USED ON 4A-H1147

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

COLOR SAME AS 2A-H309.

PHOTO RETURNED

TO

PHOTO USED FOR

Det. 2  
HC 1/2  
10

X

Par



22

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. ☒ 7A-H1884 ORDER NO. 1938 DATE 6-18-1937

CUSTOMER THE HUENEFELD CO., CINCINNATI, OHIO

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — ☒ Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE HUENEFELD CO., CINCINNATI, OHIO (ETC. AS PER COPY)

FRONT NO. 5 R. M. ☒ Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit ☒ Sketch ☒ Layout ☒ Retouched Photo ☒ Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

MAKE REPHOTO OF CUSTOMER'S PHOTOS (DO NOT DO ANY RETOUCHING ON CUSTOMER'S PHOTOS)

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

original by St.

RETURN PHOTOS.

PHOTO USED FOR

TO

PHOTO RETURNED

5x7  
3  
LETTERING  
JUL - 62  
HC-1  
A11

MAKEDOVER

Charge to Dept.

EST. Makeover Time Required

RETOUCHING	TIME	TIME REQUIRED IN EST. DASH
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10
RETOUCHING	10	10

3  
13



THE S. SPENCER MOORE CO., CHARLESTON, W. VA.

NO. 7A-H1885

ORDER NO. 2534

DATE JUNE 18, 1937

12 M 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) LAKE CHAWEVA, CHARLESTON, W. VA.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Ex. 100 OK of Estimate

By JUN 22 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 22 1937  
Date

OPERATION	EST. TIME (Hrs. & Mins.)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1937	JUN 22 1937
SKETCH			
RETOUCHING	156 3	6-22	6-30 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING & OPAQUEING	65	6-30	7-1
ENGRAVING			
HAND COLOR PROOF	160 1/2	7-3	7-3
ARTIST EVID.	30 10		7-15

DATE BLUEPRINT OK'D

DATE PROOF

DATE HAND COLOR PROOF OK'D

DATE PROOF RETURNED TO CUSTOMER

By

By

M

17  
76



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1886 ORDER NO. 1958 DATE 6-19-1937

CUSTOMER J. LAUX & SONS MFG. CO.,  
SHAVERTOWN, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3½ x 5½

STYLE

PHOTO COLORIT, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. n 120  
Dry — Wet — Pancromatic — Color Separation. s 133  
Transfer — Paper Process — New Process. s 150  
Stripping — White Border — Full Face. s 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE COLORED PHOTO.

Drawing ret  
7/26/37

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
Ret 7½  
201½  
49½

#27

R

55  
77



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 7A-H1887 ORDER NO. 1959 DATE 6-19-1937

CUSTOMER

THE READ HOUSE,  
CHATTANOOGA, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M FC GROUP (4) SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE READ HOUSE - CHATTANOOGA, TENNESSEE  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT: C. T. IN CENTER. AT LEFT: HARRY G.  
BROWN, NO. 2409 E. FIFTH ST. CHATTANOOGA,  
TENNESSEE

PHOTO LITHO

Rephoto

NEG. NO.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT & INSTRUCTIONS ATTACHED.

NOTE: IF ANY OF THESE INSTRUCTIONS ARE NOT  
CLEAR PLEASE SEE MR. BOLAND.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 -10x12

\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Lay-out 1  
Ret 6  
H e 2  
La 13

#57



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-M1888

ORDER NO. 1960

DATE 6-21-1937

12 1/2 M. C.T. ART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) SCENE IN LAURELHURST PARK,  
PORTLAND, OREGON

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS

PRIVATE NO. BEFORE TITLE: 733

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,790,774

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

JUN 24 1937

AND WORK SCHEDULE

By

Date

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING	158	2	6-24	6-28
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	1-		1-30	6-30
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	32	9 1/2		July 10 1937

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

K

78



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-H1889

ORDER NO. 1960

DATE 6-21-1937

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

12 <sup>1</sup> / <sub>2</sub> M ART COLORTONE POST CARD		WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 19 R. M. NO
TITLE (IN FULL) VIEW FROM CITY PARK SHOWING CANYON ROAD, VISTA BRIDGE AND MT. HOOD, PORTLAND, OREGON		IMPRINT SAME AS ABOVE
BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS PRIVATE NO. BEFORE TITLE: 734		
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

MAKEOVER

Charge to Ret. Dept.

Est. Allowance Left Required

	TIME	Time Reported In
RETOUCHING	1/2	JUL 6 1937
PHOTO LITHO	0	
COMPOSING		
ART LITHO		
ENGRAVING		

ESTIMATE

By JUN 26 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 26 1937

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 28 1937	JUN 28 1937
SKETCH			
RETOUCHING	8 5	6-28	6-29 SE
PHOTO LITHO			
BLUEPRINT STRIPPING OPAQUING	68	6-30	6-30 ST
ENGRAVING			
HAND COLOR PROOF	16 1 1/4	6-30	6-30
ARTIST DEPT.	22 12 1/2		7-10 Pth

DATE BLUEPRINT ORD \_\_\_\_\_ DATE PAID JUL 19 1937

DATE FIRST COLOR PROOF ORD \_\_\_\_\_ By \_\_\_\_\_

By \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

*Very Very Rush*

*R*

9/7-7

ST 80



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-H1890

ORDER NO. 1960

DATE 6-21-37

12 1/2 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup>UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) BEAR DENS, WASHINGTON PARK,  
PORTLAND, OREGON

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS  
PRIVATE NO. BEFORE TITLE: 735

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Enclosure of Estimate

By JUN 24 1937

Date

**ESTIMATE**

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 24 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 24 1937	JUN 24 1937
SKETCH			
RETOUCHING	161 5	6-27	6-29-37
PHOTO-LITHO			
BLENDING STRIKING, OPAQUING	65	6-30	6-30-37
ENGRAVING			
HAND COLOR PROOF	169 1 1/2	6-30	6-30
ARTIST DEPT.	53 9 1/2	7/1	7/1

DATE ESTIMATE MADE

DATE PAID

DATE PAID (CASH OR CHECK)

DATE PAID RECORDED AS RECEIVED

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very Very Very Push*

M

ST. 78



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-H1891

ORDER NO. 1960

DATE 6-21-37

122 M ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19

R. M. NO

TITLE (IN FULL) WILLAMETTE FALLS, OREGON  
CITY, OREGON

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS  
PRIVATE NO. BEFORE TITLE: 736

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 28 1937	JUN 28 1937
SKETCH				
RETOUCHING	9	5	6-28	6-29
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	15		6-30	6-30
ENGRAVING				
HAND COLOR PROOF	151	1 1/2	6-30	6-30
ARTIST DEPT.	31	9 1/2		7-8

DATE BLUEPRINT ORD

DATE FILED

DATE FILED COLOR PROOF ORD

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very Jerry*

*replaced page and sides*



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-H1892

ORDER NO. 71960

DATE 6-21-37

12½ M

ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: <sup>LEFT</sup> UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) CLACKAMAS BRIDGE, SUPER  
HIGHWAY, BETWEEN OREGON CITY AND  
PORTLAND, OREGON

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS  
PRIVATE NO. BEFORE TITLE: 737

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Executive OK of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

JUN 24 1937

AND WORK SCHEDULE

By

JUN 24 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING	4	3	6-29	6-28-37
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-29	6-30-37
ENGRAVING				
HAND COLOR PROOF	102	1¼		
ARTIST DEPT.	23	8½		7/7/37

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Good*



OK'd  
by office  
JUN 28 1937

WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-M1893

ORDER NO. 1960

DATE 6-21-37

12½ M

ART COLORTONE POST CARD

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. YES

TITLE (IN FULL) STATE CAPITOL, LOOKING SOUTH  
FROM CAPITAL BOULEVARD, SALEM, OREGON

IMPRINT SAME AS ABOVE

BOT, SMALL TYPE: PHOTO BY WESLEY ANDREWS

PRIVATE NO. BEFORE TITLE: 575

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

JUN 26 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 26 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETE
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 25 1937	JUN 28 1937
SKETCH				
RETOUCHING	5	6½	6-28	6-30 SE
PHOTO-LITHO				
BLUE-PRINT STRIKING, ORGAINING	10		6-30	6-30 SE
ENGRAVING				
HAND COLOR PROOF	160	15	7-1	7-1
ARTIST DEPT.	167	15	7-7	7-14

DATE BLUE-PRINT SENT

DATE ARTIST

DATE PRINTING

DATE GROUP RETURNED TO CUSTOMER

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other, to make an attractive set.

Very Very  
Push



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-12894

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLO TONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VISTA OF COURT OF HONOR,  
PAN AMERICAN EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-107

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

~~YES~~ No

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Check

By

By

Date

JUN 21 1937

AND WORK SCHEDULE

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	10	4	6-21	6-23 8
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING			6-23	6-24 40.
ENGRAVING				
HAND COLOR PROOF	169	1 1/2	6-25	6-25
ARTIST DEPT.	169	9 3/4	7-1	7-6

DATE BLUEPRINT ORD.

DATE

By

By

DATE HAND COLOR PROOF ORD.

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

RECEIVED

ST  
751



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1895

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PATIO DE HONOR AND TEXAS

STATE BUILDING, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-108

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	3	5	6-21	6-23 SL
PHOTO LITHO				
BLU PRINT ST. LINE, OPAQUE	64		1-23	1-24 RT
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-25	6-25
ARTIST DEPT.	30	9 3/4		7-1-7 Pth

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

3 - 3 1/2  
12 - 1 1/2

ST.  
75



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1896

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **FOOD AND AGRICULTURAL**

**BUILDINGS, PAN AMERICAN EXPOSITION,  
DALLAS, 1937**

PRIVATE NO. UPPER LEFT CORNER: E-109

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. ~~YES~~ **No**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 21 1937  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 21 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	17	3	6-21	6-23 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-23	6-23 SL
ENGRAVING				
HAND COLOR PROOF	18	1 1/2		
ARTIST DEPT.	153	9	6-28	7-1

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE JUL 21 1937

By \_\_\_\_\_

By SL

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1897

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) LA RAMBLA, THE MIDWAY, PAN  
AMERICAN EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-110

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By \_\_\_\_\_  
Date \_\_\_\_\_

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_  
Date JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETION
	Clk No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	2	5	6-21	6-24
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-21	6-24
ENGRAVING				
HAND COLOR PROOF	40	1 1/2		6-25
ARTIST DEPT.	158	11	June 30 '37	July 6-37

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

Date Paid \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

make DK Blue imprints



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1898

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PATIO DE HONOR, SHOWING

PAN AMERICAN EXHIBIT BUILDING, PAN AMERICAN  
EXPOSITION, DALLAS, 1937.

Private No. upper left corner: E-111

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. I R. M. YES NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,773

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 22 1937 AND WORK SCHEDULE Date JUN 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	3	5	6-22	6-24
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-25	6-25
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-26	6-26
RETOUCH DEPT.	156	9 3/4	June 29	July 1

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Photo \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other,  
to make an attractive set.



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1899

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **PARRY AVENUE ENTRANCE, PAN  
AMERICAN EXPOSITION, DALLAS, 1937**

PRIVATE NO. UPPER LEFT CORNER: **E-112**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **YES No**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

**MAKE NIGHT SCENE. SEE TISSUE ATTACHED.**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By 6-19-37  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 6-19-37  
Date **JUN 21 1937**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	3	6	6-21	6-23 SC
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	64		6-23	6-23 45
ENGRAVING				
HAND COLOR PROOF		1/2		
ARTIST DEPT.	158	10	6-29	6-30

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE MADE **JUL 21 1937**

By \_\_\_\_\_

By 28

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Large handwritten signature]*



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1900

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PATIO DE HONOR, PAN  
AMERICAN EXPOSITION, DALLAS, 1937

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES No

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: E-113

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	10	5	6-21	6-24
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-24	6-24
ENGRAVING				
HAND COLOR PROOF	151	1 1/2	6-24	6-24
ARTIST DEPT.	157	9	7-1	7-3

DATE BLUEPRINT OK'D

DATE

JUL 19 1937

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

75



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1901

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) REFLECTION BASIN, NIGHT

VIEW, PAN AMERICAN EXPOSITION, DALLAS,  
1937

PRIVATE NO. UPPER LEFT CORNER: E-114

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. ~~YES~~ No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

By

Date

JUN 21 1937

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	8	5 1/2	6-21	6-23
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-23	6-23
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	31	12		

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

R

JUN

8

ST-95



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1902

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) TEXAS HALL OF STATE BY NIGHT,

PAN AMERICAN EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-115

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,779

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By JUN 22 1937  
Date

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 22 1937  
Date

OPERATION	EST. TIME (OR EXTRA TIME ALLOWED)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>JUN 22 1937</u>	<u>JUN 22 1937</u> <u>93</u>
SKETCH			
RETOUCHING	<u>8</u> <u>5 1/2</u>	<u>6-22</u>	<u>6-25</u> <u>SL</u>
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	<u>6 1/2</u>	<u>6-25</u>	<u>6-25</u> <u>45</u>
ENGRAVING			
HAND COLOR PROOF	<u>16 1/2</u> <u>1 1/2</u>		<u>6-25</u> <u>10 1/2</u>
ARTIST DEPT.	<u>9 3/4</u>		<u>7-6</u> <u>10 1/2</u>

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

JUL 19 1937

DATE 7-19

By 20

DATE PHOTO DELIVERED TO CUSTOMER

*Very Very  
Push*

8

96



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1903

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~YES~~ NO

TITLE (IN FULL) VARIED INDUSTRIES BUILDING,

IMPRINT SAME AS ABOVE

PAN AMERICAN EXPOSITION, DALLAS, 1937

PRIVATE N. UPPER LEFT CORNER: E-116

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATT CHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

**ESTIMATE**

Cost Dept. Checked

By

JUN 22 1937

By

JUN 22 1937

Date

AND WORK SCHEDULE

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	2	6	6-22	6-24
PHOTO-LITHO				
BLUING STAMPING OPAQUING	64		6-24	6-25
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-25	6-25
ARTIST'S SET	31	11		7-3

DATE ESTIMATE OK'D

DATE 7/19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

12

R

2

57  
76  
unc



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1904

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. ~~YES~~ NO

TITLE (IN FULL) PAN AMERICA EXHIBIT BUILDING, IMPRINT SAME AS ABOVE

PAN AMERICAN EXPOSITION, DALLAS, 1937

Private no. upper left corner: E-117

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 22 1937  
Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 22 1937  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	10	5	6-22	6-24 SL
PHOTO-LITHO				
BLUEPRINT STRIPPING, ORAQUING			6-25	6-25
ENGRAVING				
HAND COLOR PROOF	16	16	6-26	6-26
ARTIST DEPT.	165	9	6-30	7-3

DATE BLUEPRINT OK'D

DATE HAND COLOR PROOF OK'D

DATE

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1905

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) TRAVEL AND TRANSPORT

BUILDING, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-118

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Business

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

By

Date

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 27 1937	6-23
SKETCH				
RETOUCHING	10	4 1/2	6-21	6-23 SE
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		6-23	6-23 KS
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-25	6-25
ARTS DEPT.	55	10	7-1-37	7-6-37

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE PROOF

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Rush on Sh*



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1906

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT SCENE, TRAVEL AND

TRANSPORT BUILDING, PAN AMERICAN  
EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-119

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,225

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By JUN 21 1937

AND WORK SCHEDULE

By JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	2	6	6-21	6-23
PHOTO-LITHO				
BLUEPRINT STOPPING, OPAQUING	6		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	153	1 3/4		6-25
ARTIST DEPT.	155	12	7-1	7-6

JUL 19 1937

DATE BLUEPRINT ORD.

DATE / Made

DATE HAND COLOR PROOF ORD.

DATE From Approved to

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1907

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT SCENE, PAN AMERICAN

CASINO, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-120

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other,  
to make an attractive set.

Executive OK of Estimate

By JUN 22 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 22 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	10	5 1/2	6-21	6-22 37
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-24	6-25 37
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	161	10	JUL 12 1937	JUL 16 1937

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE PAID \_\_\_\_\_ JUL 19 1937

DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1908

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT VIEW, PATIO DE HONOR,  
PAN AMERICAN EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER L FT CORNER: E-121

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1

R. M.

Yes No

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SLE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	6	5 1/2	6-21	6-24
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	66		6-24	6-24
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	27	9 3/4		7-3 32

DATE BLUEPRINT ORD

DATE

JUL 19 1937

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

R

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8

ST.  
75



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1909

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) REFLECTION BASIN, PATIO DE  
HONOR, BY NIGHT, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-122

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. 125 No  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*all done*  
*R*

Executive OK of Estimate

By JUN 21 1937

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 21 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1937	JUN 21 1937
SKETCH				
RETOUCHING	6	5	6-21	6-23 SC
PHOTO-LITHO				
BLUEPRINT STEPPING, OPAQUE	60		6-23	6-23 45
ENGRAVING				
HAND COLOR PROOF	45	12		6-25
ARTIST DEPT.	51	1 1/2	7-1	7-6

DATE ESTIMATE OK'D

DATE

JUL 19 1937

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

By

6

75



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1910

ORDER No. 2550

DATE 6-19-1937

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

FRONT No. I R. M. Yes No

TITLE (IN FULL) AGRICULTURAL AND FOODS

IMPRINT SAME AS ABOVE

BUILDINGS, NIGHT VIEW, PAN AMERICAN  
EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-123

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,796,773

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

JUN 27 1937

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 21 1937	JUN 21 1937
SKETCH			
RETOUCHING	5	6-21	6-23
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	1.0	6-23	6-23
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	151 9 1/2	6-30	7-3

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE PROOF RECEIVED BY CUSTOMER

By

3 - 2  
14 - 3

75



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1911

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT SCENE, PAN AMERICAN

EXHIBIT BUILDING, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-124

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. YES NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

JUN 23 1937

AND WORK SCHEDULE

DATE JUN 23 1937

OPERATION	EST. TIME G. & No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COM. WORK, TIME SET UP		JUN 23 1937	JUN 23 1937
SKETCH			
RETOUCHING	10 5 1/2	6-23	6-24-37
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	64	6-25	6-25-37
ENGRAVING			
HAND COLOR PROOF	163 1 1/2		6-25
ARTIST DEPT.	53 9	7/1/37	7/1/37

DATE BLUEPRINT OK'D

DATE

JUL 21 1937

DATE PRINTING ORDER

DATE PRINTING ORDER

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Rush*  
*and then*  
*2/5/37*



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1912

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) AZTEC SACRIFICE, CAVALCADE

IMPRINT

SAME AS ABOVE

OF THE AMERICAS, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-133

PHOTO PROPERTY OF

NOT CUSTOMER

COLOR DESCRIPTION

MAKE NIGHT EFFECT. ACT ON SET & LIGHT FOR PRO ORTION.

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

reprint paper for set

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

JUN 23 1937

AND WORK SCHEDULE

By

Date

JUN 23 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 23 1937	JUN 23 1937
SKETCH				
RETOUCHING	6	5 1/2	6-23	6-24
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		6-25	6-25
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST CPT.	152	12 1/2	6-29	7-1

DATE BLUEPRINT OK'D

DATE

JUL 21 1937

By

By

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

By

6

57  
27



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M913

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER)

TITLE (IN FULL) FINALE, CAVALCADE OF THE  
AMERICAS, PAN AMERICAN EXPOSITION,  
DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-134

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE NITHT EFFECT. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 23 1937

AND WORK SCHEDULE

JUN 23 1937

2550

OPERATION	EST. TIME	DATE	DATE
	Check No. Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1937	JUN 23 1937
SKETCH			
RETOUCHING	6	6-23	6-25
PHOTO LITHO			
BLUE PRINT	1	6-25	6-25
STRIKING OFF			
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DELIVER	3 1/2		6-30

DATE RECEIVED ORD.

DATE RECEIVED

JUL 10 1937

By

By

DATE RECEIVED

DATE RECEIVED

JUL 10 1937

DATE RECEIVED

17- 2 1/2  
6 3 1/2

Photo by [Signature]

57



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-H1914

ORDER NO. 2850

DATE 6-19-1937

5M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) STAGE COACH HOLD UP,

CAVALCADE OF THE AMERICAS, PAN AMERICAN  
EXPOSITION, DALLAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-135

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,756,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

JUN 21 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	158	4	6-21	6-24
PHOTO-LITHO				
BLENDING	65		6-25	6-25
STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF		134		
ARTIST DEPT.	162	12 1/2	6-25	7-3

DATE BLUEPRINT ORD

DATE

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Very Rush*



DALLAS POST CARD CO.,  
DALLAS, TEXAS

NO. 7A-M1915

ORDER NO. 2550

DATE 6-19-1937

25 M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) NIGHT SCENE, LA RAMBLA,  
(THE MIDWAY) PAN AMERICAN EXPOSITION,  
DA LAS, 1937

PRIVATE NO. UPPER LEFT CORNER: E-136

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. ~~YES~~ N

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAKE NIGHT SCENE. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

1897  
1908  
2001-6 N.H.

Executive OK of Estimate

By JUN 22 1937

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By JUN 22 1937

OPERATION	EST. TIME		DATE ENTERED	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1937	JUN 22 1937
SKETCH				
RETOUCHING	3	6 1/2	6-22	6-24
PHOTO LITHO				
BLUEPRINT STRIKING, OPAQUING	6 1/2		6-24	6-25
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DESK	161	11	6-30	7-6

JUL 19 1937

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By



WESLEY ANDREWS CO., PORTLAND, ORE.

NO. 7A-H1916

ORDER NO. 2554

DATE June 21, 1937

12 M POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 19 R. M. NO

TITLE (IN FULL) ROSE FESTIVAL FLOATS ASSEMBLING IN STADIUM, PORTLAND, ORE.

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 738

Bot Photo by Wesley Andrews

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,725

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. OK

By

By

Date

Date

JUN 24 1937

AND WORK SCHEDULE

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 21 1937
SKETCH				
RETOUCHING	14	6	6-29	6-28
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	6		6-28	6-28
ENGRAVING				
HAND COLOR PROOF		1 3/4		
ARTIST DEPT.	154	12 3/4	7-6	7-8

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

on Folder II  
Rush



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

RETURN PHOTO YES NO  
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1917 ORDER NO. 1974 DATE 6-21-1937

CUSTOMER DR. W. A. PUSSEY  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GARDEN BROWN - PUSSEY HOUSE, ELIZABETH TOWN,  
KENTUCKY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Image Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

FOLLOW COLORED PHOTO

RETURN COLORED PHOTO TO CUSTOMER.

PHOTO RETURNED

TO

PHOTO USED FOR

1937



NO. 7A-HL918

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 2571

DATE JUNE 22, 1937

25<sup>M</sup> POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. IX R. M. NO

TITLE (IN FULL) RESIDENCE OF LORETTA YOUNG,  
BEL-AIR, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 886

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By JUN 24 1937  
Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 24 1937  
Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 24 1937	JUN 24 1937
SKETCH			
RETOUCHING	15 1hr 158 2hr 3	6-29	6-28-37
PHOTO LITHO			
BLUEPRINT STRIPPING, GRAINUING	6 1/2	6-29	6-30-37
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	30 9		7-7-37

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Very Rush*



NO. 7A-H1919

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF. ORDER NO. 2571

DATE JUNE 22, 1937

25<sup>M</sup> POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER

TITLE (IN FULL) HOME OF ROBERT TAYLOR,  
BEVERLY HILLS, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 887

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By

## ESTIMATE

Cost Dept. Checked

By

## AND WORK SCHEDULE

Date

JUN 24 1937

JUN 24 1937

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1937	JUN 24 1937
SKETCH				
RETOUCHING	158	4	6-24	6-28
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	68		6-29	6-30
ENGRAVING				
HAND COLOR PROOF	160	1 1/2	6-30	6-30
ARTIST DEPT.	22	9 1/2		7-8

1. DATE BLUEPRINT ORD. DATE PAID

By

By

DATE B. L. & W. PROOF ORD.

DATE Photo Returned to Customer

By

*Very Rush*

ST. 78



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1920 ORDER NO. 2589 DATE 6-22-1937

CUSTOMER PIEDMONT HOSPITAL,  
ATLANTA, GA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

1 M H.C.PROOF SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE PIEDMONT HOSPITAL - ATLANTA, GA.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

NO

YES

RETURN PHOTO

subdue dtdgs  
in background

PHOTO RETURNED

TO

PHOTO USED FOR

5x7  
Ref: 6 1/2  
H.C. 1 1/2  
A10

Get color photo of  
classroom for  
12.50  
Mm

(T.  
small neg



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1921 ORDER NO. 2586

DATE 6-22-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER

GERHARD LANG BREWERY,  
BUFFALO, N. Y.

Photos for  
this Customer

6 M PC

SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: GERHARD LANG BREWERY, - BUFFALO, N. Y.

BOT: CHAMPION CLYDESDALE SIX-HORSE-HITCH

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE SKETCH ATTACHED.

HORSES WEIGH OVER A TON EACH.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

SEE SKETCH ATTACHED. WAGON TO BE VERY BRIGHT RED. HORSES DARKER COLOR THAN SKETCH.  
NAME PLATE ON WAGON BRASS. (HORSES DARK BAYS)

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER

DIAL NO. 7A-H1922 ORDER NO. 2584 DATE 6-22-1937

CUSTOMER MURPHY'S FINE FOOD  
DENVER, COLO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M PC GROUP (2) SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MURPHY'S IN DENVER

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE LAYOUT ATTACHED.

IN BAR VIEW, TAKE OUT TWO LADIES IN BACK SEATS.

PHOTO LITHO  
Rephoto

NEG.NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

DINING ROOM: SEE INSTRUCTIONS ATTACHED.

BAR: BLACK & SILVER, ALSO BAR CHAIRS. TABLES & CHAIR RED & SILVER. SHOW GOLD FISH IN  
AQUARIUM. WALLS CREAM.

*Teich*

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout 1*  
*Ret 10*  
*H.C. 2 1/4*  
*La 12*

*Art 75*  
*Manager*  
*on 1st floor*  
*Am*

NO

YES

RETURN PHOTO

2M-1-2-37

3  
16-1

5  
78



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1923 ORDER NO. 2583 DATE 6-24-1937

CUSTOMER EDELWEISS CAFE,  
DENVER, COLO.

DEPT. RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for this Customer

12 1/2 M PC GROUP (3) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full EDELWEISS CAFE - DINING ROOM - BAR  
(ETC. AS PER COPY)

FRONT NO. 5 (All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120

Dry — Wet — Pancromatic — Color Separation. Screen 133

Transfer — Paper Process — New Process. Screen 150

Stripping — White Border — Full Face. Screen 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

*Push*

MAKEOVER

Charge to

*Adv*

ART. HC 2

*[Signature]*

PHOTO RETURNED

TO

PHOTO USED FOR

*Layout 1*  
*Ret 13 1/2*  
*HC 2*  
*La 12 1/2*

MAKEOVER

*#27*

RETOUCHING 2

PHOTO LITHO 1

ENGRAVING 3/4

AUG 23 1937

*[Signature]*



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-H1924

ORDER NO. 1999

DATE 6-23-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER CENTER BORDER.

TITLE (IN FULL)

BOULDER DAM FROM ELKS' POINT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

JUN 24 1937

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 26 1937	JUN 26 1937
SKETCH				
RETOUCHING	6	3	6-26	7-1
PHOTO-LITHO				
BL. PRINT	6		7-1	7-2
ST. PRINT, GRAVING				
ENGRAVING				
HAND COLOR PROOF		13		
ARTIST DEPT.	161	12	7-28	8-3

DATE BL. PRINT ORD.

DATE PROOF

AUG 7 1937

By

By

DATE HAND COLOR PROOF ORD.

DATE Proof Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to Art Dept.

EST. Makeover Time Required

	TIME	Time Recorded in Cost Dept.
RETOUCHING		
PHOTO-LITHO		
BL. PRINT		
ST. PRINT, GRAVING		
ENGRAVING		
HAND COLOR PROOF		
ARTIST DEPT.	1/2	

JUL 21 1937

Date

By

6-1  
4-2

ST.  
79



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-H1925

ORDER NO. 1999

DATE 6-23-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

BOULDER DAM POWER HOUSE -  
NEVADA WING

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform, and colors are  
in harmony with each other  
to make an attractive set.

Print  
R

Executive OR of Estimate

ESTIMATE

Cost Dept. Checked

Date JUN 29 1937

AND WORK SCHEDULE

By

Date

JUN 29 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 30 1937	JUN 30 1937
SKETCH			
RETOUCHING	10   6	6-30	7-2 SC
PHOTO-LITHO			
BLUE-INT STRIPPING, OPAQUING	6	7-6	7-6 45
ENGRAVING			
HAND COLOR PROOF	160   1 1/2	7-7	7-7 194
ARTIST DEPT.	21   9	8-3	8-5

DATE BLUEPRINT OR D

By

DATE PROOF

AUG 7 1937

By

DATE HAND COLOR PROOF

DATE FROM RETURNED TO

MAKEOVER

Charge to Art Dept.

EST. Makeover Time Required

OPERATION	TIME	DATE	BY
RETOUCHING	1	JUL 21 1937	
PHOTO-LITHO			
ENGRAVING			
ARTIST DEPT.	1 1/2		

Time Received in Cost Dept.

JUL 21 1937

Date

By

7-21



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-H1926

ORDER NO. 1999

DATE 6-23-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER CENTER - BORDER.

TITLE (IN FULL)

BOULDER DAM - DOWNSTREAM FACE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

7A-H1926, "Boulder Dam-Downstream Face", first is a little too dark. Then too, we prefer to take out the vertical lines of the Government cable way, which your artist has shown, for it makes them appear too large. Looks more like a flaw in the picture than a stretch of lines. This should be easy to remove. Why is it that they can give us such natural appearing water in 6A-H1182, a copy of which we are enclosing, and turn right around and gave us the lousy purple coloring on a new card. Honestly, Pitch, I don't believe those guys want the business. The walls should be made a little lighter.

## MAKEOVER

Charge to Art Dept.

EST. Makeover Time Required

	TIME	Title Recorded in Cost Dept.
RETOUCHING	1/2	
PHOTOGRAPH		JUL 21 1937
COMPOSING		
MAKEOVER HC	1 1/2	

Executive OX of Boulder

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By Art Date JUN 29 1937

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 30 1937	JUN 30 1937
SKETCH			
RETOUCHING	3	6-30	7-2 SC
PHOTOGRAPH			
BLUEPRINT STENCIL COMPOSING		7-2	7-2 AS
ENGRAVING			
HANDCOLOR PROOF	12	1	
ARTIST DEPT.			

DATE REPRINT ORD AUG 7 1937

DATE HANDCOLOR PROOF ORD

DATE HANDCOLOR PROOF ORD

DATE HANDCOLOR PROOF ORD



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-M 927

ORDER NO. 1999

DATE 6-23-1937

25 M - ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER) - BORDER.  
TITLE (IN FULL)

HIGHWAY ACROSS BOULDER DAM,  
CONNECTING NEVADA AND ARIZONA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 2 R. M. YES  
IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 26 1937

OPERATION	EST. TIME C. H. No. Time lowered	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 26 1937	JUN 26 1937
SKETCH			
RETOUCHING	8 3	6-26	7-1 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING, GMAQUING	16	7-1	7-2 45
ENGRAVING			
HAND COLOR PROOF	160 1 1/2	7-6	7-26
ARTIST DEPT.	55 9	7-28-37	8-2-37

DATE BLUEPRINT OK'D

By

DATE PROOF

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## MAKEOVER

to Art Dept.

EST. Makeover Time Required

	TIME	Time Required in Cost Dept.
PRINTING		JUL 21 1937
DESIGN		
REVISION		
DEPT. HC	1 1/2	
REVISION		

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-H1928

ORDER NO. 1999

DATE 6-3-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , <u>LOWER</u> , <u>CENTER</u> , <u>BORDER</u> .	FRONT NO. <u>2</u>	R. M. <u>YES</u>	
TITLE (IN FULL) BOULDER DAM-UPSTREAM FACE AND INTAKE TOWERS FROM ARIZONA SIDE	IMPRINT SAME AS ABOVE		
COLOR DESCRIPTION SEE TISSUE & INSTRUCTIONS ATTACHED.		PHOTO PROPERTY OF <u>C.T.</u>	

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By \_\_\_\_\_  
Date \_\_\_\_\_

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_  
Date JUN 20 1937

OPERATION	EST. TIME Clock No. / Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>JUN 20 1937</u>	<u>JUN 20 1937</u>
SKETCH			
RETOUCHING	<u>8</u> <u>3</u>	<u>6-26</u>	<u>7-28</u>
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	<u>6</u>	<u>7</u>	<u>7-6-37</u>
ENGRAVING			
HAND COLOR PROOF	<u>13/4</u>		
ARTIST COST.	<u>31</u> <u>12 3/4</u>		<u>8-9-37</u>

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE PAID 2/13/37  
By \_\_\_\_\_  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF PAID \_\_\_\_\_  
By \_\_\_\_\_

## MAKEOVER

Charge to Art Dept.

EST. Makeover Time Required

OPERATION	TIME	Time Recorded in Cost Dept.
RETOUCHING		<u>JUL 21 1937</u>
STRIPPING		
ENGRAVING		
ART DEPT. HC	<u>13/4</u>	
ENGRAVING		



BOULDER DAM SERVICE BUREAU,  
BOULDER CITY, NEVADA

NO. 7A-H1929

ORDER NO. 1999

DATE 6-23-1937

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

VISITORS' GALLERY INSIDE  
BOULDER DAM

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE & INSTRUCTIONS ATTACHED.

*PHOTO 10-30-93*

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,774

Executive OK of Estimate

By \_\_\_\_\_  
Date \_\_\_\_\_

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By JUN 26 1937  
Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 26 1937	JUN 26 1937 <i>13</i>
SKETCH				
RETOUCHING	5	5	6-26	7-1 <i>86</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	64		7-1	7-1 <i>45</i>
ENGRAVING				
HAND COLOR PROOF	160	1 1/4	7-2	7-2
ARTIST DEPT.	22	8 3/4		7-26 <i>7 1/2</i>

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE *7/31/37*

By \_\_\_\_\_ By *1 20*

DATE HAND \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*OK*

5

57  
79



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

52

121 4  
H E R  
A 9 1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1930 ORDER NO. 2607 DATE 6-23-1937

CUSTOMER ALVON HOTEL,  
WHITE SULPHUR SPRINGS, W. VA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

PHOTO RETURNED

6 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full HOTEL ALVON, WHITE SULPHUR SPRINGS,  
WEST VIRGINIA

BOT: 2,000 FEET ELEVATION

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

2N-1-2-37

12

52  
78



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 7A-H1931 ORDER NO. 2607 DATE 6-23-1937

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER ALVON HOTEL,  
WHITE SULPHUR SPRINGS, W. VA.

Photos for  
this Customer

6 MPC

SIZE

3½ x 5½

STYLE ART COLOR TONE, WHITE BORDER

PLACE OF TITLE ☒ Upper, ☐ Lower, ☐ Center, ☐ Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

SUN DINING ROOM, HOTEL ALVON,  
WHITE SULPHUR SPRINGS, WEST VIRGINIA

BOT: 2,000 FEET ELEVATION

RETOUCHING DEPARTMENT

☒ Submit — ☐ Sketch — ☐ Layout — ☒ Retouched Photo — ☐ Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

FRONT NO. 5 (All of this on address side)  
R. M. ☒ Yes ☐ No *same as 7A-H1930*  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

\_\_\_\_ Photograph each - Size 5x7 - 8x10 - 10x12  
\_\_\_\_ Prints each from \_\_\_\_ Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER ☒ Straighten Photo  
Negative — Line — Halftone — Combination. *neg* 120  
Dry — Wet — Pancromatic — Color Separation. *neg* 133  
Transfer — Paper Process — New Process. *neg* 150  
Stripping — White Border — Full Face. *neg* 175  
☒ Blue Print — ☐ Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

RI 5 1/2  
HC 1 1/2  
A 10

*PM*

27

ST.  
78



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 7A-H1932 ORDER NO. 2610 DATE 6-23-1937

CUSTOMER MORRISON'S CAFETERIA,  
MOBILE, ALA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3 $\frac{1}{2}$  x 5 $\frac{1}{2}$

STYLE ART COLORTONE, WHITE P ORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MORRISON'S CAFETERIA 918 GRAVIER ST.  
NEW ORLEANS, LOUISIANA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO SKETCH. FLOOR IS A BLOCK PATTERN OF CREAM AND GRAY TERRAZA.  
ALL THE IRON WORK AROUND THE STREET LAMPS, WINDOWS AND PLAQUES ARE BLACK IRON. THERE IS A  
PLAQUE VERY PROMINENTLY SHOWN IN THE DRAWING DIRECTLY OVER THE WORDING IN THE RIGHT REAR OF  
THE ROOM. BEHIND THIS PLAQUE IS A SPANISH COAT OF ARMS, BEING A LION, DONE IN BRILLIANT RED  
AND GREEN. ALL THE TILE ROOFS WHICH YOU SEE EXPOSED ARE GENUINE SPANISH TILE IN VARICOLORED  
BROWNS.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7  
L.C. 1 3/4  
L.A. 13

27

57.  
78



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 7A-H1933 ORDER NO. 2610 DATE 6-3-1937

CUSTOMER MORRISON'S CAFETERIA,  
MOBILE, ALA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full, MORRISON'S CAFETERIA — MASONIC TEMPLE —  
NEW ORLEANS, LOUISIANA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE SKETCH ATTACHED.

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO SKETCH. THE TILE FLOOR IS DONE IN A SLATE GREY TERRAZA.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

2M-1-2-37

Ret 7  
14 e 1 3/4  
La 12

21.35

PM